

Old Gold

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KING SIZE

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YOU CAN
TRUST

* Yes—enjoy a longer-filtered smoke . . . PLUS the reassurance of almost 200 years of quality tobacco experience . . . PLUS the world's foremost tobacco craftsmanship . . . PLUS a blend of the world's best tobaccos. For a true king size treat, turn to Old Gold . . . a name you can trust.

"Now try new Vitalis free,"

says Arthur Godfrey



better lately, give the credit to Vitalis," Mr. G. tells you. "This stuff really works. It makes my mop behave even after a shower ... and it's not greasy. You ought to try it while you can get in on this special offer."

And if you don't agree that new Vitalis Hair Tonic with V-7 outgrooms any other hair preparation you know, you get your money back. That's guaranteed on the special combination. It's at all drug counters.

Hear the Arthur Godfrey Digest, CBS Radio Network, Fridays, 8:30 P.M., E.D.S.T. New greaseless way to keep your hair neat all day

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A PRODUCT OF BRISTOL-MYERS

SPEAKING OF OF PICTURES

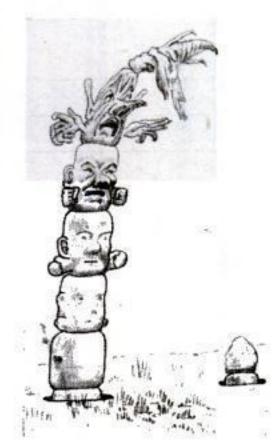


CONDUCTOR in drawing above led to figurine below.



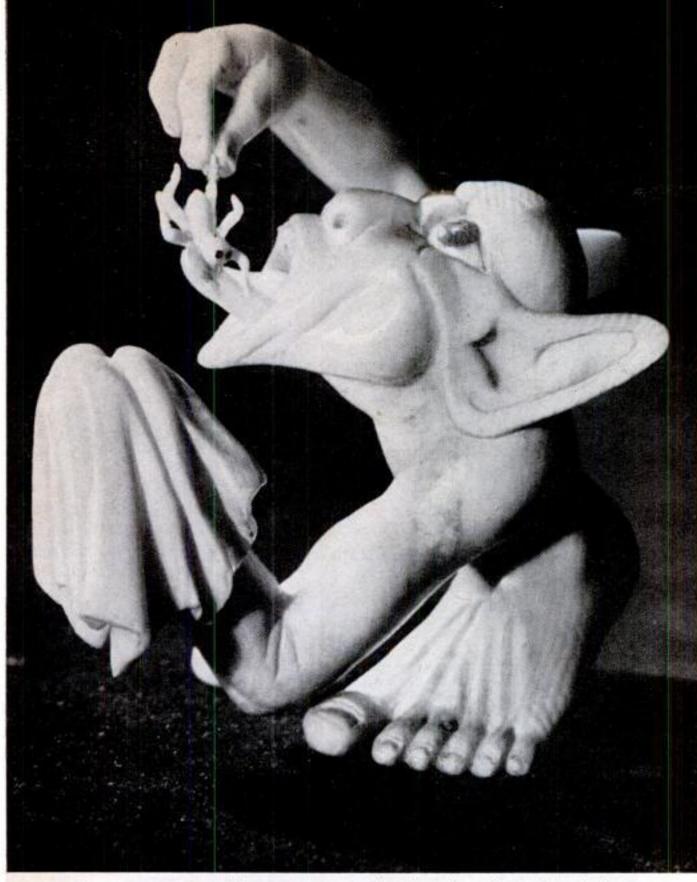
Financier's daily doodles inspire bizarre figurines

All the time he is pondering big deals as board chairman of the Delaware Fund Inc., a Philadelphian named D. Moreau Barringer likes to make doodles, generally grotesque little animals which look like something out of a nightmare. Barringer's fanciful creations always wound up in the wastebasket until Cornelius Roosevelt, TR's grandson, noted their similarity to Japanese figurines called netsukes. Deciding to add to his own netsuke collection, Roosevelt sent the sketches to Japan, where a carver translated them into the ivory curiosities shown here, thus preserving Barringer's doodles in the tradition of a 400-year-old art.



TOTEM POLE consists of increasingly withered heads.



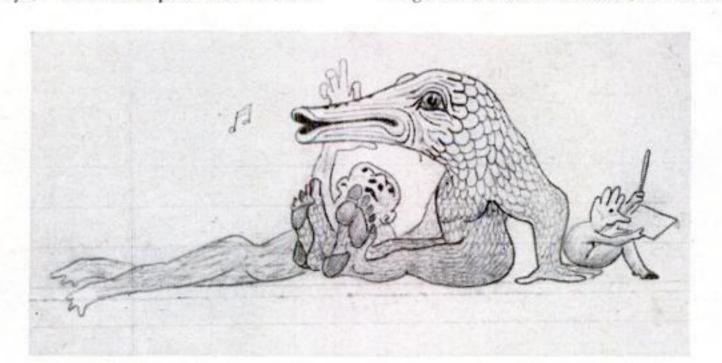


EATING A SPIDER, this monster made from drawing (below) balances on six-toed feet. Explaining style, Barringer says, "I leave out parts I can't draw."



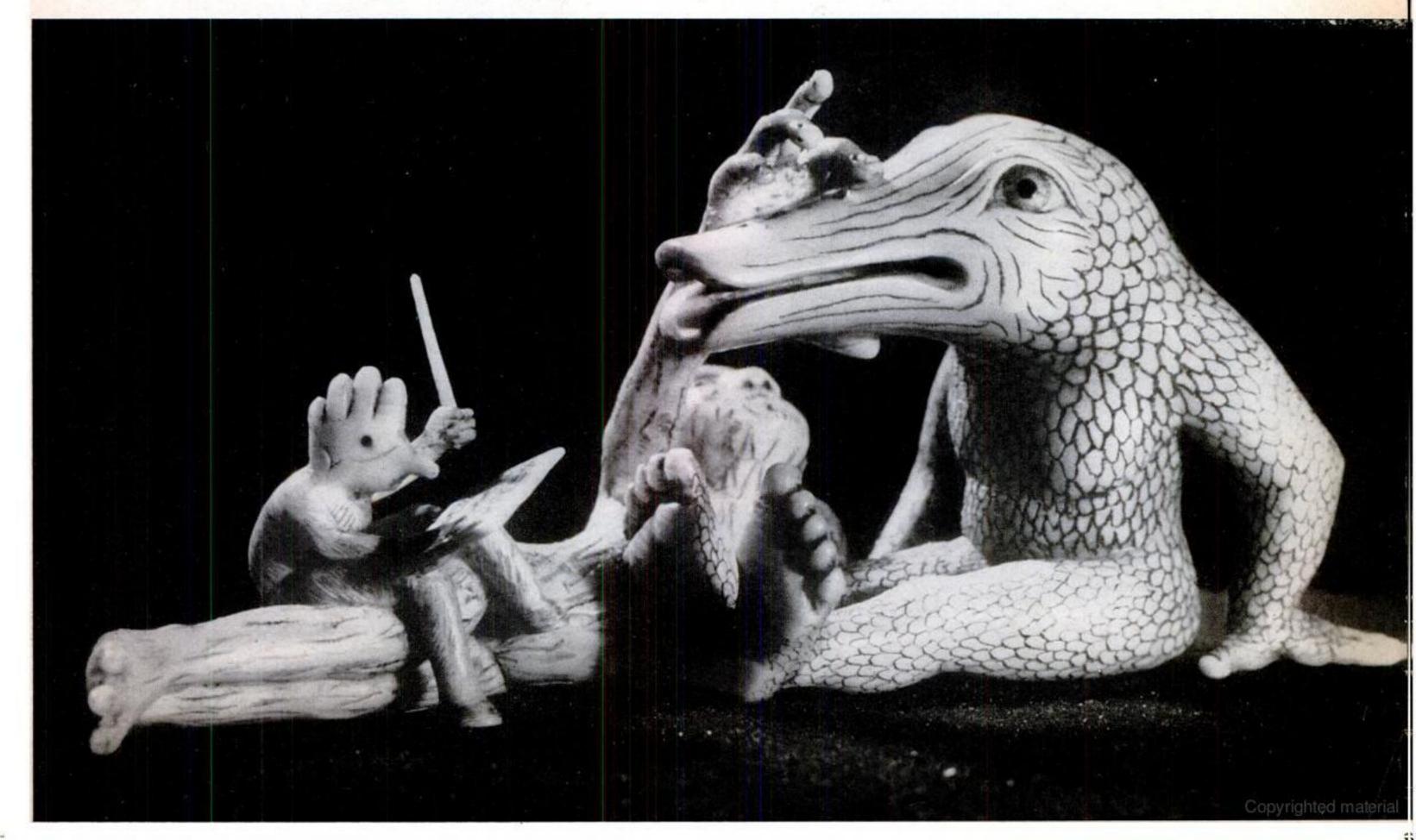
SCARED BY A WORM, a bug recoils in horror. The figurines, which range in height from 1½ to 3 inches, were made by one of Japan's best netsuke carvers.





ODD MUSICAL TRIO is made up of baton-waving conductor with handlike face and a creature playing a tune on the long flutelike snout of a scaly beast.









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Soothe your sunburned lips with famous 'Chap Stick'. See how swiftly it brings refreshing, long-lasting relief to lips exposed to wind and sun.

- Antiseptic-protects while it soothes.
- Specially medicated—colorless—easy to apply.
- Handy to carry in pocket or purse.
- America's largest-selling lip balm.

Make 'Chap Stick' your constant companion. Use it after sun-bathing. Use it at the first sign of dry, parched lips.

Be sure to ask for 'Chap Stick' by name. No other brand offers you its exclusive formula

'Chap Stick' is

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individually marked for each member of the family...for example: ♣ ♥ ▲

@1954—Chap Stick Co., Lynchburg, Va.

LETTERS TO THE EDITORS

COVER

Sirs:

Chorus girl Kim Smith (LIFE, June 21) is pretty, plays hard, says she is having "more fun than anyone else in the whole world." She gets \$128 a week. Student Nurse Eleanor Dodge, in the same issue, is also pretty, works hard, has more real fun than a show girl can ever know and will probably make about one half of \$128 a week. Too bad Eleanor wasn't on the cover.

DORIS GREGORY R.N.

Milwaukee, Wis.

Sirs:

... Although you commend Eleanor Dodge, you favor Kim by placing her on your cover. In doing so you show the lamentable state of this country's values....

MEREDITH ADAMS

Fresno, Calif.

NURSE IN PSYCHIATRICS

Sirs:

"A Nurse in Psychiatrics" (LIFE, June 21) was excellent and really brought back my training days. I hope your article will help encourage young girls to enter training.

Mrs. A. P. Biasini R.N. Washington, D.C.

Sirs:

Because of an article about a shortage of nurses and a wonderful cover picture (see below) in a January 1942 issue of Life, I entered nurses' training. I hope the story about Student Nurse Dodge will help other young women decide on a nursing career.

Mrs. Nancy Rhodes R.N. Madison, Wis.



NURSE ON LIFE'S 1942 COVER

IKE PROPOSES

Sirs:

It is just not fair that the President cannot count on support from his own party ("While Eisenhower Proposes the Old Guard Disposes," LIFE, June 21) just because he has put the country's welfare first and party politics second. . . . I am a Republican, but unless our party can produce more Eisenhowers I will be switching my vote along with many others.

Mrs. Garnet R. Best

Stockton, Calif.

Sirs:

Your article only convinced me that any one of the 10 men you condemn would be a better president than the present White House occupant.

JAMES BUCKALEW

Terre Haute, Ind.

Sirs:

I consider it extremely presumptuous for a New Deal tabloid like LIFE to attempt to discuss what is wrong with the Republican party. Apparently you fail to realize that most Republicans voted against the bossy, politically inspired executive then occupying the White House—and not for Eisenhower. . . .

Mrs. W. J. Alsip

Chicago, Ill.

Sirs:

If these reactionaries want to obstruct the President's program they should do it under another party label. Their actions should not reflect on millions of other Republicans who are working toward progressive, middle-of-the-road government.

CARL A. GRANDE

St. Paul, Minn.

Sirs:

I was unable to identify all the characters in Walt Kelly's cartoon.
Can't you print their names?

JAMES WELLSTON

Springfield, Mass.



• 1) Clardy, 2) Young, 3) Jenner, 4) Schoeppel, 5) O'Konski, 6) Mason, 7) Gross, 8) McCarthy, 9) Malone, 10) Eisenhower, 11) Bricker, 12) Smith.—ED.

NATIONAL GOLF DAY

Sirs

I am now among the 162,500 who can say, "Ben Hogan beat me" ("Mass Attempt to beat Ben Hogan," LIFE, June 21). Under the Calloway system I was allowed a handicap comprised of scores of my worst hole plus half my next worst. Low net, Anne Grandy, you say, had an 84 with 32 handicap. She apparently had a 22 on one hole and a 20 on another, or some similar

CONTINUED ON PAGE 7

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merica's lowest priced cars with finest car features

In almost every department a Ford duplicates the most expensive cars. That is, except in cost. Finest car features are yours in a Ford at common-sense prices.

Ford offers the only V-8 engine in the low-price field—the most modern engine in the industry . . . new Ball-Joint Front Suspension . . . and a choice of all the latest power assists

So it goes for styling, upholsteries, trim and finishes, and the materials with which a Ford is built! In feature after feature, Ford is as fine as the finest. And that is why Ford is worth more when you buy it and worth more when you sell it.



most power out of every drop of gasoline. And short-stroke design means more power is available to propel the car . . . less is wasted through friction.

The smoothest ride on the road New Ball-Joint Front Suspension allows more total

up-and-down wheel travel to gentle your ride on roughest roads. There are fewer points of wear in the front end, too-only 4 instead of the usual 16. This means front wheels stay in line longer, handling is consistently easy.

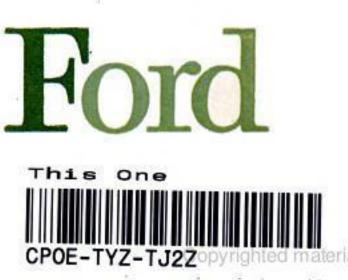
to pay hundreds more

Every line of every Ford body says "quality." Every color, baked on to stay beautiful, says "good taste." And inside those snug, soundproofed interiors you will find the most exciting decorating schemes on wheels: upholsteries and trim that are as durable as they are beautiful . . . a brand-new Astra-Dial Control Panel that is fashionable and practical.

The last word in power assists*

Master-Guide Power Steering eases steering up to 75%. Swift, Sure Power Brakes cut effort up to a third. Power-Lift Windows, front and rear, need no cranking. 4-Way Power Seat goes up and down, forward and back. Fordomatic gives torque convertor smoothness plus "Go" of automatic gears. *optional at extra cost

Your Ford Dealer cordially invites you to take a Test Drive



HOT WEATHER TIPS FOR YOUR CAT'S COMFORT



President, Cat Fanciers' Federation; First Vice-Pres., Atlantic Cat Club of New York; Qualified Judge of the Cat Fanciers' Federation and the American Cat Association

IT'S SUMMER for Kitty, too. You feel the need for a change in living habits—and so do cats and kittens, both long and short haired.

SUMMER means "outdoors." And fresh air won't do Kitty a bit of harm. But remember the song about going out in the midday sun! If possible, see to it that there is an outdoor oasis—a bit of shade for your cat to relax in.

SUMMER means "green grass." And some cats love to nibble on it, especially in the morning when it's fresh and dewy. It's really good for them, too.



SUMMER means "lazy days." And your cat enjoys a nap as well as you. Just as you wouldn't get Dad from his hammock, leave Kitty alone and she'll be full of pep and fun when the sun goes down.

SUMMER means "vacation trips." Take your cat along. A carrying case costs little, or you can make one out of a cardboard box with small holes for air.

SUMMER means "thirsty days"...for your cat as well as yourself. So be doubly certain the bowl is always filled with fresh, clear water. Cats like water from home best. So take a bottle when you go away. That, with easy-to-feed Puss 'n Boots is about all you need in the food and drink department.



SUMMER means "lighter diets"... for our cats as well as to ourselves. For most grown cats, a single feeding of Puss 'n Boots at night is enough.

SUMMER means "lighter clothes." The sensible, well-dressed cat will wear a lighter coat, too. Regular brushing helps make him healthier, prettier.

SUMMER means "neighborly care." If Kitty can't go with you—put her in the care of a kindly neighbor. If possible let your cat stay in your own home and have its Kitty-sitter feed it there.

If you have any questions about cats, Coast Fisheries will be glad to have Mrs. Andrews answer them. Address her at Dept. L7, Box 1459, G.C. Sta., N.Y.17, N.Y.

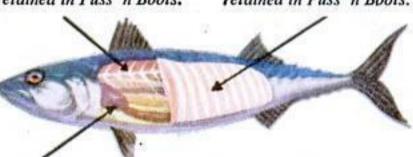


When your cat eats less food he has more need for balanced food

WHOLE FISH-THE FOOD WITH NATURAL LIFE BALANCE

BONE STRUCTURE. For calcium and phos- FILLETS OR FLESH for easily digested, phorus...vital for sound healthy frame. Made crumbly and digestible by special processing ... and retained in Puss 'n Boots.

growth-promoting proteins. Generally reserved for human consumption...but retained in Puss 'n Boots.



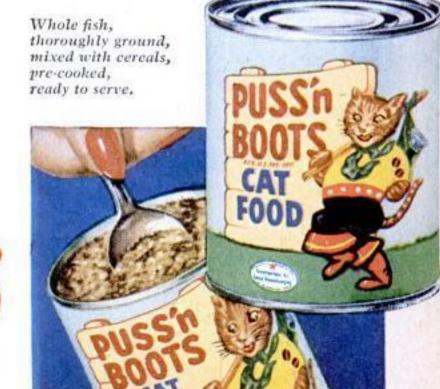
LIVER, GLANDS for Vitamins A, D, B, including riboflavin, thiamin, niacin... essential for healthy nerves and tissue, general well being. Frequently extracted for medicinal uses...but retained in Puss'n Boots.

Puss 'n Boots has the natural life balance of whole fish

Your cat's appetite goes down in summer. Don't worry if he eats less...but make sure every meal gives good, sound nourishment...to guard his health and beauty. It's easy to be sure. Just feed Puss 'n Boots Cat Food. It has the natural life balance of whole fish in every spoonful.

Provides all-round nutrition

Biologists say whole fish is probably the best single food you can give a cat, because it represents nature's own ideal balance of life-giving factors. Puss 'n Boots is made from fresh-caught whole fish, with tasty cereals added for all-round nutrition. Feed regularly, and watch your cat sparkle all summer... and all year!



PUSS'n BO

AMERICA'S LARGEST SELLING CAT FOOD...ADDS THE PLUS IN HEALTH, BEAUTY, VIGOR

COAST FISHERIES DIVISION OF THE QUAKER OATS CO., WILMINGTON, CALIFORNIA

LETTERS TO THE EDITORS CONTINUED

combination. That leaves her just 42 strokes for the other 16 holes.

CHARLES W. RUSCH

Cleveland Heights, Obio

■ LIFE and the P.G.A. recommended either the U.S. Golf Association handicap or the Calloway system. Mrs. Grandy had a 25-stroke U.S.G.A. handicap, plus the seven strokes allowed women players. For a golfer with a 25 handicap she had a phenomenal day.—ED.

LONG WEDDING TRAIN

Sirs:

We were all so happy to see our daughter's wedding in your magazine ("The Long Haul of a Big Train," LIFE, June 21), but we, at least, would have been happier if her face had been in the picture so our relatives could have seen how pretty she looked.

Mrs. Nestor Pompeo

Jersey City, N.J.



NEWLY MARRIED MRS. CICCIO

CALM BEFORE STORM

Sirs:

Why not give both sides in your story on Welch and McCarthy ("Calm before a Storm," LIFE, June 21)? Welch was baiting Roy Cohn, putting silly questions, demanding "yes" or "no" answers, then permitting Mr. Cohn no time to answer. . . .

McCarthy told him to look within his own organization for subversives and Welch called it cruelty. Bosh! He got exactly what was coming to him.

MARTHA HOTCHKISS

Dallas, Texas

Sirs:

... Why didn't you take a picture of McCarthy's face when he accused Fisher, as well as Welch's? He looked ready to cry. But he is too big to cry. Don't you think he is deeply hurt?

HELEN M. CAMPBELL

Downers Grove, Ill.

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N. Michigan Ave., Chicago 11, III. L-3428

Sirs:

McCarthy's infamous attack upon Fred Fisher gave millions of Americans conclusive proof that the senator himself is unfit to conduct any sort of investigation. How much longer must we abide this man of pygmy stature, so lacking in human decency?

NANCY B. GOODMAN

Lafayette, Calif.

THE FARM PROGRAM

Sirs:

Ezra Benson is the first honest-to-God agriculturist we've ever had in our Department of Agriculture ("The Farm Program Can Be Saved," LIFE, June 21). . . . Here is one Democrat solidly behind Republican Benson.

MRS. ANNIE PIKE GREENWOOD Sacramento, Calif.

Sirs:

One item you ignore about the farm program is that acreage allocations should control productive capacity in any of the six basic crops. If additional surpluses occur, reallocations should be made, cutting down the acreage in that particular crop and creating a void in production to be filled out of the normal granary. Of course price support without acreage control can only lead to unwieldy surpluses. Is that why the above item has been ignored in your editorial?

H. S. CASEY ABBOTT

Avondale, Ariz.

● In the past the "void" has been filled by planting the acreage to other crops which, in turn, came into surplus and had to be supported. That is why Benson, to counteract this shift, has just ruled that farmers must accept acreage control on all basic crops to obtain price supports on any one. But a flexible support program would make those controls unnecessary.—ED.

ATOMIC TRAIN

Sirs:

Enclosed is a picture (see below) of a scale model of Dr. Borst's proposed "Atomic Locomotive" (LIFE, June 21) which I built from his plans.



The model locomotive pulled 96 scale-model cars on the Eastbay Model Engineers' Society main line at an average scale speed of 120 mph.

BRADFORD DEWEY

Salt Lake City, Utah

WET WAR WEAPON

Sirs:

According to your article "Weapon for Wet War" (Life, June 21) on the Splashbomb, "When bomb is well aimed and lands on enemy's face, water trickles into nose and mouth and down neck. . . " Water trickling into the nose and ear passages can cause head congestion resulting in sinus and ear infection.

W. R. BRINK

Cambridge, Mass.

How I retired in 15 years with \$250 a month

"Sometimes I have to smile. It's hard to believe that I'm retired today—retired with a life income. You see, I never had more than my salary, never inherited a dime, or even had luck in business! Yet a check for \$250 a month arrives on the dot. And I'm my own boss for keeps!

"I left the office two years ago. And when I explained how I was doing it, though I was only 55, more than one of my friends said he only wished I'd told him years before. He'd be retiring, too.

"There's only one secret. Seventeen years ago, back in 1937, I had saved a little money. So I went into partnership with a friend. We thought it was going to pay off very well.

"Well, it didn't. But it was the most profitable investment I ever made. It showed me that there was no easy way for *me*, with *my* limited experience, to make a lot of money.

"I had to find a way that was systematic and sure. I was 40 then.

"It was shortly after that I at read an advertisement that told of a modern way for people of moderate means to retire. It didn't call for any great capital. It simply required fifteen or twenty working years ahead. One thing I liked particularly was that my family was protected with life insurance from the first day I took out my plan. (This, surely, was better than any ordinary savings method!) And the income was guaranteed - whatever happened to the business world—each month, every month, from the day it began as long as I lived. The plan was called the Phoenix Mutual Retirement Income Plan.

"The ad offered more information. So, I mailed in the coupon. It brought a booklet describing the various plans.

"Soon after, I applied and qualified for a Phoenix Mutual Plan. And from that day on I've honestly felt like a rich man. Because I knew I wouldn't just simply live and work and die. I had a future I'd really enjoy. And that's what I'm doing today—with many, many thanks to my Phoenix Mutual check for \$250 a month that means financial independence for life."



Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 a month to \$3,000 a year or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't put it off. Send for your copy now.

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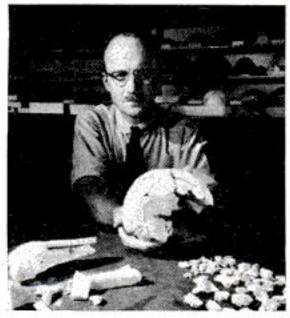
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(PP. 110-112) RECIPIENT OF A BIRTHDAY CAKE COLOSSAL, MR. NASH AND A HISTORIC FOSSIL (PP. 35, 36)

POETIC RASH BROUGHT ON BY NASH

When doggerelizing like Bard Ogden Nash But this week we give as a model—and as relief from crises engendered by Communism and fascism-(pp. 77-80) A genuine Nashism This is a chance heavensent to call all LIFE readers' attention, albeit arbitrarili and strangeli, To a number of other aspects of this week's issue, beginning with the cool elf (no geitcha-girl, really a back-to-naitcha girl) known to her friends as Anna Maria Pierangeli of Los Angeli. (see cover and pp. 68-74) Or speaking of elves themselves, but much elfier, Are the netsuke inspired by a non-Japanese tycoon from Philadelphier (pp. 2, 3)

Many rhymesters who try it wind up with a crash

Than one that left out the Giants or (pp. 18, 19) Durocher, Or the summery mummery that comes when vacationbound New Yorkers

Nor could any July report be ruder or gaucher

Go beachwards as shown by Painter Corcos (p. 91) And since in sports as in politics we're mostly agreed the Russians are guilty of crime enough,

It is interesting to note what one sportsman could do to their much-vaunted equanimity if he only had Taimanov (pp. 39-42)

There was sport, writes Bob Wallace, and endlessly screwy,

In his sidesplitting account of the first auto tour to (pp. 100-108) (If you're one of those confirmed pure-us who calls it St. Lou-us

Sue us.)

As in all weeks there is news that is grim but this week there seems much that is merrier,

Like the goat that can do the ballet up in St. Mary's, Onterrier. (p. 114)

So the mood of our rhyme is not prompted by dreams caused by hashish.

It's just Ogden Nashish.

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VIETNAMESE CHIEFTAINS IN NATIVE DRESS PLEAD WITH LOCAL OFFICIALS FOR RIDE OUT OF NAMDINH



BUGOUT IN THE DELTA

On the roads and airstrips of the Hanoi delta last week a tragedy of nightmarish proportions—and possibly cataclysmic consequences—was played out. As French Union forces pulled out of the rice-rich delta area without a fight, abandoning 1,600 square miles and 2½ million Vietnamese to the Vietminh, the scenes of flight, photographed for LIFE by Howard Sochurek and Albert van Sprang, had

WORRIED FATHER begs for enough money to bribe his family aboard one of last planes to Hanoi.



IN AN ANXIOUS CONICAL CLUSTER THE WOMEN

a sickeningly familiar look. The wealthy and

the influential tried to bribe their way onto

evacuation planes. The poor and lowly slogged

along roads behind overloaded pushcarts. The sun-hatted wives and children of Vietnamese

soldiers crowded into the backs of army trucks

headed for airports and the uncertain safety of Hanoi and Haiphong. There was not room for

everybody and most people had to stay behind



OF NAMDINH, LADEN WITH THEIR BABIES, BUNDLES AND SUITCASES, CROWD AROUND A FRENCH ARMY TRUCK SENT TO TRANSPORT THEM TO THE AIRFIELD

AMID 'DEEP EMOTION'

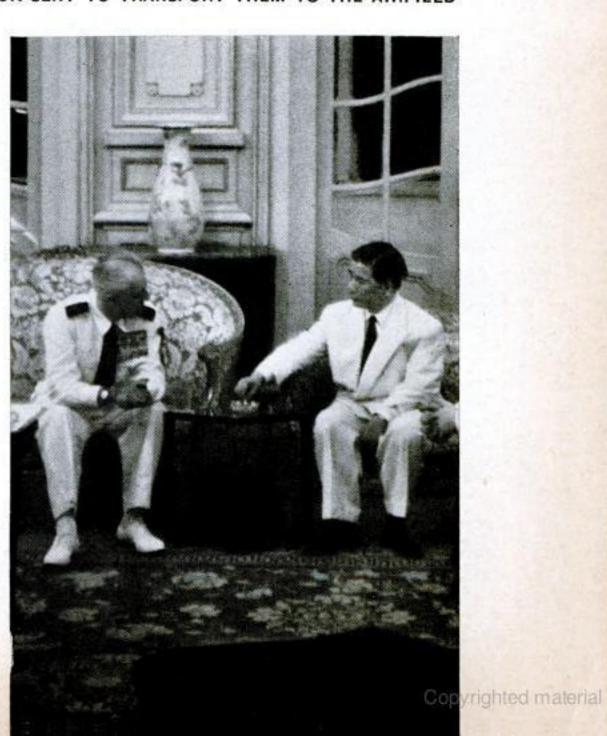
and take their chances with the Communists.

What made the tragedy worse was that the

What made the tragedy worse was that the evacuated area contained the most resolutely anti-Communist Vietnamese, including more than a half-million Christians. Their abandonment caused Vietnam Premier Ngo Dinh Diem, a Roman Catholic, to protest the withdrawal as causing "deep emotion" among his people. The French insisted that the retreat was

undertaken to improve their military position. But Washington suspected that what GIs would call a bugout from the southern delta really reflected a diplomatic bugout at Geneva. Once again a major position—probably the most significant in Asia since the fall of Shanghai—was lost as a result of the paralyzing incapacity of the free world to get together in the face of the common enemy (see editorial).

SHOCKED PREMIER of Vietnam, Ngo Dinh Diem, hears French Gen. Salan reveal withdrawal.





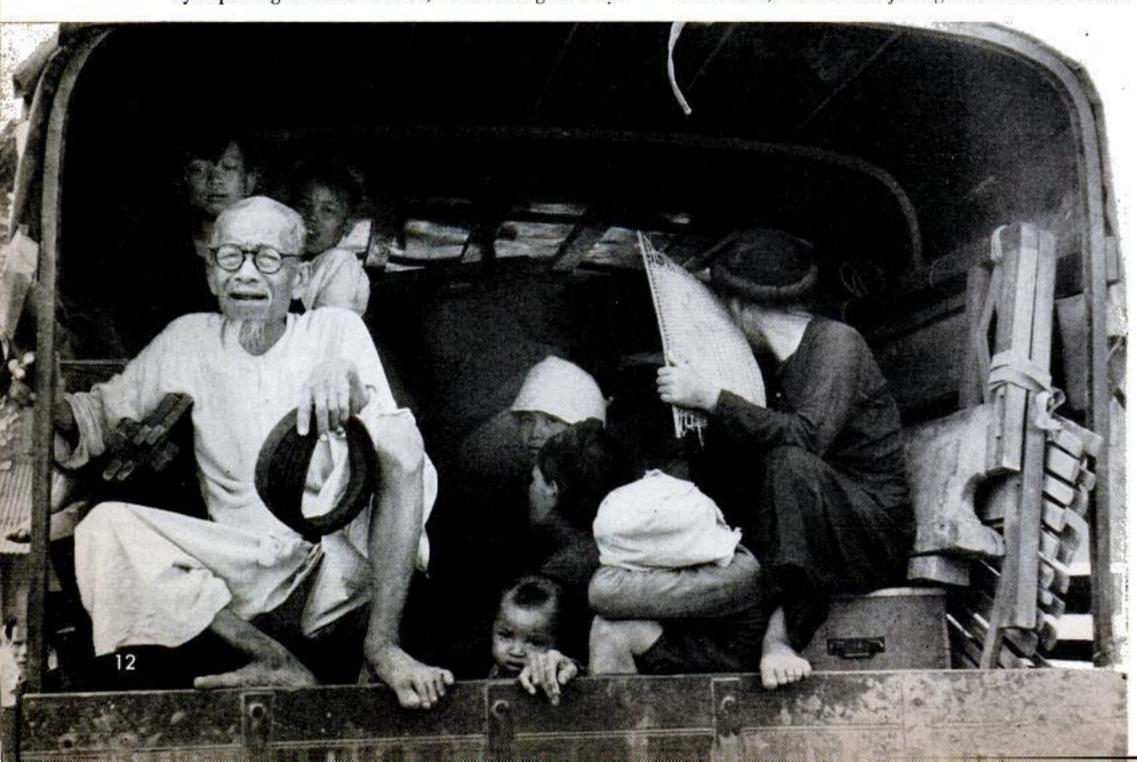
COMING AND GOING, endless lines of army trucks jam dirt road out of Namdinh. Hanoi-bound

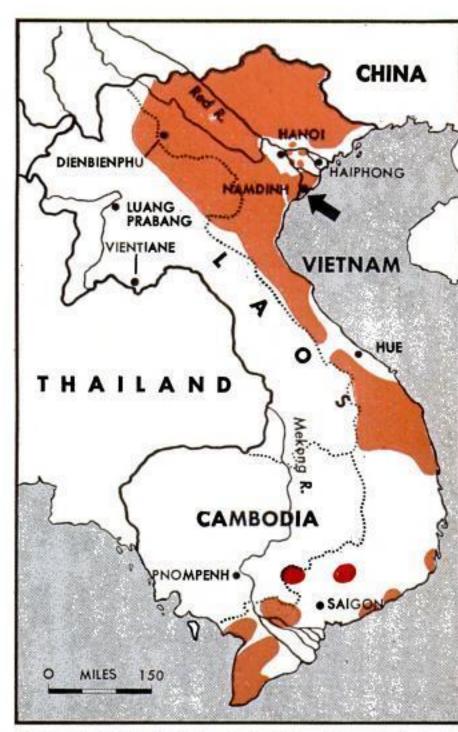
trucks on the right carry Vietnam soldiers and gear. Empty trucks in other lane return for more refugees.



RIPPED DOORWAYS are left at barracks sacked by departing soldiers. French, Vietnam flags still fly.

SAD EVACUEE (below), safely aboard an evacuation truck, endures the jolting ride north to Hanoi.





RED HOLDINGS in Indochina (in color) were increased when the French abandoned Red River Delta area marked by arrow. Dwindling French holdings in north Vietnam are around Haiphong, Hanoi.

JAMUP ON THE ROAD AND A FORLORN HOPE

The Reds' biggest prize was Namdinh (see map above), third largest city of the delta and the most important center to fall to the Vietminh in eight years of war. Namdinh was a position of far greater importance than Dienbienphu, which the Reds at least had to fight for. But the defeat at Dienbienphu destroyed the elite of the French expeditionary force and also—apparently—the will of the French to carry on, even though they still hold a big chunk of Vietnam. Neither the quixotic bravery of anti-Communist teen-agers (opposite) who stayed at Namdinh, nor French assurances that the withdrawal was temporary, was enough to dispel the conviction that the war was on its last legs.



OVERLOADED BUS heads for Hanoi, baggage perched on top. Fare last week was 10 times old rate.



LAST LINE OF DEFENSE in the Red River Delta is manned by these brave teen-agers who wear hand grenades at their belts. They are part of a small band of

Vietnamese boys and girls who announced they would stay behind in Namdinh area and conduct guerrilla warfare against the fast-advancing Vietminh forces.

'AGONIZING REAPPRAISAL'

WITH SMALLER BUT MORE RESOLUTE ALLIES, WE CAN RAISE A STANDARD FOR THE OTHERS

As Churchill's ship was leaving New York harbor last week, the majority leader of the U.S. Senate, William F. Knowland, announced that it is now time for that "agonizing reappraisal" of U.S. foreign policy that Secretary Dulles spoke of last year. If Red China is admitted to the U.N., Knowland will resign as majority leader and devote his energies to getting the U.S. out of the U.N., rather than accept "this last grand appearement." The minority leader, Lyndon Johnson, cordially approved.

Knowland's statement correctly measures the size of the defeat which U.S. foreign policy has just taken. In the loss of the Vietnam Delta to the Communists, now being ratified and prettied up by Chou En-lai and Mendés-France, the Eisenhower foreign policy has proved virtually as ill-starred as Roosevelt's and Truman's. Sooner or later a "reappraisal" is inevitable.

Here is what has happened. The Communists have tried out a new strategy against the West, and it has worked. It is an H-bomb strategy. They do not brandish their H-bomb. They brandish ours, in a way that scares our allies to death.

The Western powers could not agree to draw a line in Southeast Asia on which to take a united military action. The result was a Munich—with a difference. During and after Munich the people of Britain could contemplate and prepare for a war against the Panzers and the Luftwaffe. When they think of war today, their thoughts stop at the fact that a very few enemy H-bombs could blot out Great Britain from the race of men and the history of nations.

It has been no trick at all for Communist propaganda to exploit British fear of the H-bomb, since its terror can scarcely be exaggerated. It is little more of a trick to identify this terror with "warmongering American imperialists," since we (and not the Communists) are the source of all the public information the world possesses about this grisly weapon. The result is a fear of a big war which amounts to an incapacity to risk any war, coupled with the conviction that Washington is the chief source of the risk.

Such are the thoughts that have dominated British public opinion. That opinion forced Anthony Eden to play the mediator's role at Geneva. That mediation hastened French surrender. The U.S. can take no unction for its own hands-off role at Geneva; unbacked by force, it led to the same result.

Toward the end of World War II Stalin is said to have declared, "The Soviet Union wants peace as much as the democracies. But the Soviet Union does not fear war as much as the democracies. This is the great strength of the Soviet Union." This formula has been enlarged by the adherence of China to the Soviet Union and the addition of the H-bomb to the definition of war. Otherwise it remains the perfect formula for international blackmail, and the key to what has been happening in world affairs.

The agreement reached in Washington between Eisenhower and Churchill did not counter this formula. They agreed on two things. First, to arm Germany, with or without EDC. But Germany is not yet armed, and it remains to be seen whether Russia will employ the H-bomb strategy to defeat this project too. Second, they agreed to pursue talks looking toward "united action" behind some still-to-be-drawn line in Asia. Such optimism as the Eisenhower administration was able to dish out last week is based wholly on these promised talks and on the hope that the British will "stiffen." But has anything really happened to change

the fundamentals of the situation? Since the H-bomb strategy worked so well in Indochina, what is to prevent its working equally as well in Indonesia, Thailand, Burma, Malaya, India, the Philippines, Japan? "Will not some of the same arguments," asked Knowland, "be used by certain neutralist nations to paralyze any effective collective action?" We have heard no answer to that.

So let us have less agonizing and more reappraisal. Let us start by counting our assets. We have long been in the habit of counting our British alliance as Asset No. 1. In matters of war, this must now be discounted by the knowledge that Britain, from the very nature of her situation, will pay a higher price for peace than we. Fortunately there are many aspects of our British alliance that have little to do with war. The British Commonwealth's worldwide political and economic strength is essential to any Western effort to combat Communism by stimulating prosperity and the free world's standard of hope. The same goes for our other European allies. The NATO treaty should therefore be nourished as a U.S. asset and a growing point of Western civilization, whether its military capabilities are relevant to an H-bomb age or not.

But for purposes of drawing a line where we will resist Communism by force, what allies can we count on? Several countries have already proved themselves at least as brave on this score as the U.S. In Asia the South Koreans and Nationalist Chinese head this list; in Europe, the Turks and the Greeks. To them can safely be added Pakistan, Adenauer's Germany and Magsaysay's Philippines; and for certain purposes, Yugoslavia and Spain. Australia, New Zealand and Thailand, as well as most of Latin America, have also been relatively free of the neutralist virus. With most of these countries the U.S. already has military agreements of one sort or another. In our reappraisal we should take these treaties more seriously than hitherto.

These allies are not "great powers," but that is no longer the main point. We must revalue them because, for reasons of ideology or geography or both, they are staunch against Communism and unafraid to risk war. An alliance whose greatest common denominator is resolution has latent assets not to be measured by tons of steel or wings of jets. Not only would it have some friends in every country; it has the potential membership of great nations that may belatedly wish to resist the next round of appeasement—if they have somewhere to go. Take Italy and France: the more anti-American their present sentiments, the less so are they likely to become while U.S. policy does its chief wooing elsewhere. "If that you will France win, then with Scotland first begin," as Shakespeare remarked in *Henry V*.

Some such radical shift of emphasis in the U.S. strategy of alliances is clearly indicated, for two reasons. The first is that our present major alliances are inherently vulnerable to the Communist H-bomb strategy, and if we continue to act as though these alliances were an end in themselves, the Communists will continue to win every crisis they choose to provoke.

The second is that a genuine bargain with Communism as we know it is a fatuous dream, being both immoral and untrustworthy. Nations that now have illusions on this score must ultimately discover the truth. They will then be glad indeed that the U.S. and a few others erected a standard to which they can repair.



LAURA LEE SITS OUT THE WORST FLOOD IN RIO GRANDE'S HISTORY

Safely planted in the corner of a Laredo, Texas police office, penned behind a barrier of chairs put up by her mother and provisioned with milk and doughnuts, one-year-old Laura Lee Gilligan calmly traded stares with a couple of National Guardsmen while she waited for the Rio Grande to retreat from her flooded home. The guardsmen had been called out to battle the worst flood in the river's history. It started when up to 22 inches of rain fell on the river's arid upper reaches and sent foaming tons of water roaring down normally dry canyons and gulches. The flood spread for 350 miles along the Rio Grande, stranding cars and trains, inundating towns. Rushing in a torrent 62 feet deep through Laredo, it

flooded more than 2,000 homes besides Laura Lee's and tore away part of the International Bridge, a main link in the Pan American Highway.

Worst hit was the Mexican town of Piedras Negras, where many of the citizens had failed to evacuate, putting their faith in an earthen dike which did not hold, and were buried under the mud of their dissolving adobe houses. Half the city's homes were destroyed, 15,000 were homeless and at least 38 dead. The flood was finally stopped by the new Falcon Dam, which was still being built a year ago when the Rio Grande was suffering one of its worst droughts (Life, July 6, 1953). The waters filled the dam's big reservoir and will be available for irrigation in drier months.



BLEEDING FROM WOUNDS in his shoulder and chest, Patrolman Edward Clouse is dragged out of Ellis' range by a fellow policeman for trip to hospital.



WAITING TO FIRE, Patrolman Dora Ward (background) crouches by a fence and looks toward house. Just after picture was taken he was hit in head by Ellis.



FIRST POLICEMAN HIT BY ELLIS WAS 60-YEAR-OLD LIEUT. PAUL PEARSEY

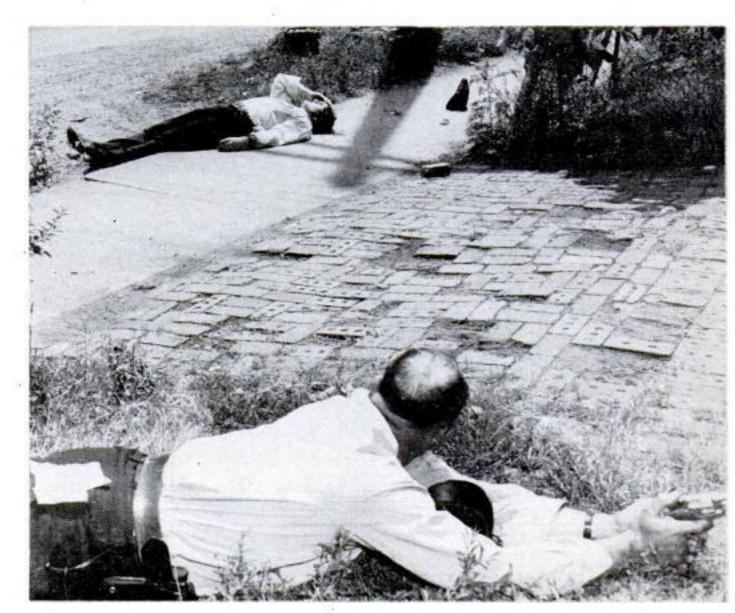
MAYHEM IN THE SUN

Eight cops fall battling a maniac in Indianapolis

The voice on the phone calling the Indianapolis, Ind. police at 11:08 a.m. was a frightened one. Janie Ellis was phoning from a neighbor's house because she was afraid to go home. Her husband Howard, 64, a mental patient on convalescent leave from a state hospital, had been beating one of the Ellis' foster children, and when Mrs. Ellis had protested he had pulled a knife on her. After a brief struggle she had fled.

The police said they would go to the back of the house and pick up Ellis. But as Mrs. Ellis approached the house from next door, her husband, who had a 20-gauge shotgun and a .22-caliber rifle, fired at her. She was hit in the back and hip. The policemen appeared and he fired again, missing them. Then as police sirens began wailing louder and louder, he dashed into the house, ordered the children out and prepared for a siege.

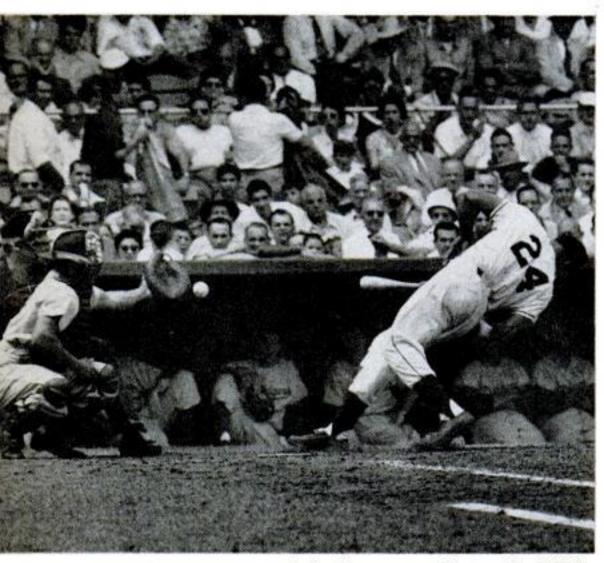
For more than two hours Howard Ellis took on all comers. The neighborhood became a hot, sunny bedlam of crackling shots, frantic shouts and the tinkle of shattering glass as the police tried to move in on the house and were shot down—eight in all—by the demented man's uncannily accurate fire. Three of them were wounded trying to rescue a helpless comrade (below and opposite). Only at 1:40 p.m. when the police stormed the house under protective fire from an armored car and broke in with tear gas, shotguns and submachine guns was Howard Ellis finally killed.



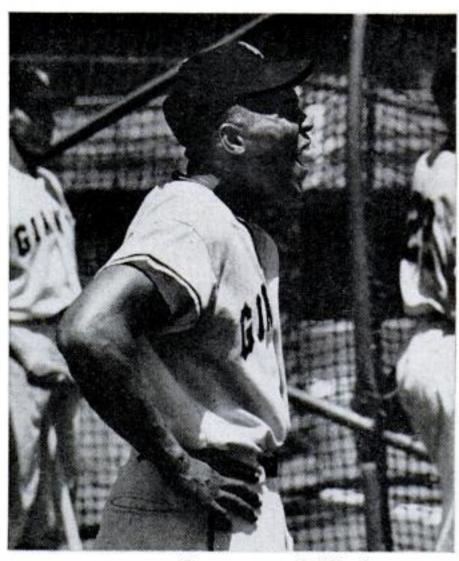
LYING WOUNDED on sidewalk, Ward holds his head. He lay under fire in the hot sun for half an hour before his rescuers could remove him to an ambulance.



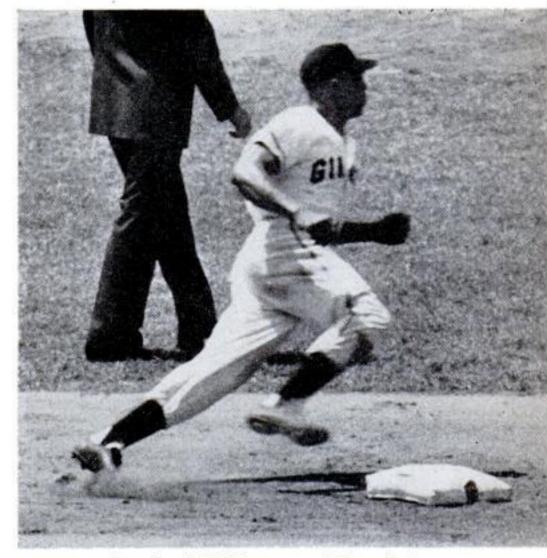
THIS IS THE WILLIE THE FANS CAME TO SEE



DODGING a pitch thrown too far inside, Willie twists quickly away from the plate, falls on his back.



CHATTERING at batting cage, Willie keeps up a constant ribbing—which helps keep up team morale.



RACING for third, Willie, one of Giants' fastest, sprints over second after a double by Monte Irvin.

THE GIANTS OPEN UP A LEAD

It was barely midseason but New York was behaving as if it were World Series time. The Giants, in first place in the National League after having won 22 of their last 26 games, met the Dodgers, only a game behind them. Both teams were riding along on brilliant performances by their center fielders. The Giants' Willie Mays, muscular, high-spirited and canary-voiced, had hit 24 home runs, fielded like Tris Speaker: there was a touch of the spectacular in everything he did. The Dodgers' Duke Snider was at least a match for Willie. A great fielder, he was the league's leading hitter with a .370 average, had hit 18 homers.

The duel between Willie and the Duke, as much as the crucial nature of the series, filled the Polo Grounds. But it never came off. Snider was put out of action (below) before the first game was over. Mays did well enough but, temporarily at least, he let his fellow heroes on the Giants take over.

The Series still had plenty of excitement. The Giants won the first game on a pinch hit in the 13th inning. They fought off the Dodgers in the second game. A rare error (right) in the third enabled them to sweep the series. The Dodgers looked weary. The Giants, on an eight-game winning streak, looked wonderful.



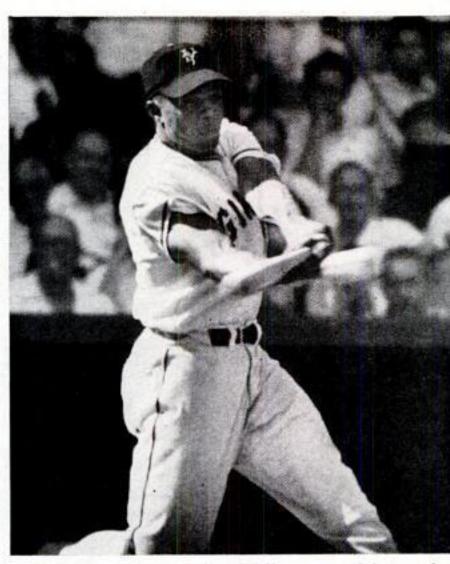
DUKE'S BAD BREAK came in first game when he was hit over elbow by inside fast ball. Writhing in pain, he went to first but moments later arm stiffened, forcing him to spend rest of series on bench.

graphed with long lens from center field, set stage for Giants' winning rally. Picking up bunt, Campanella tried for double play, threw over Cox's glove.

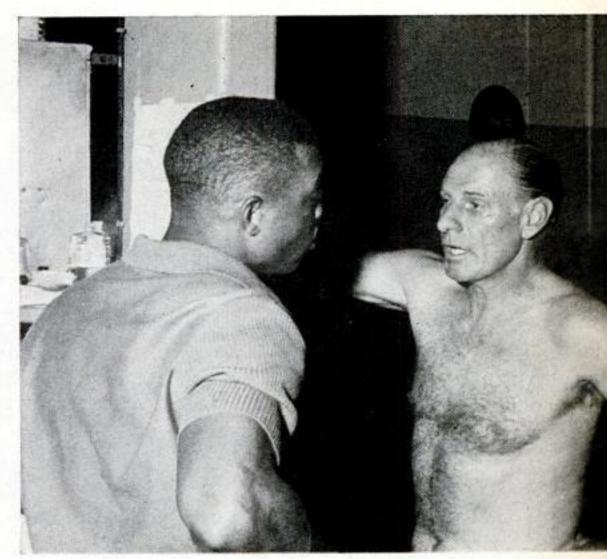




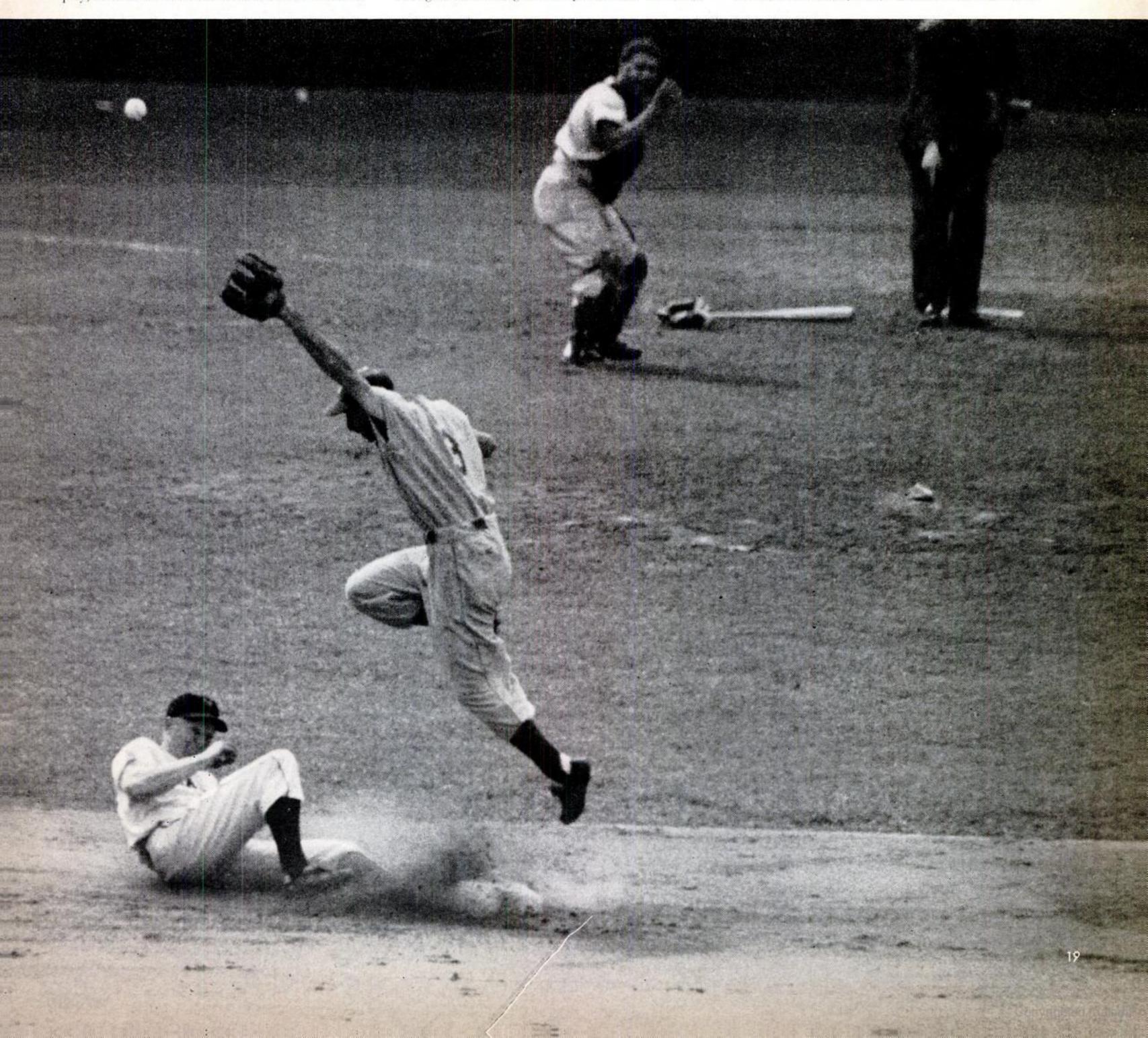
SCOOPING grounder on dead run, unique Mays play, enables Willie to use momentum in his throw.



CONNECTING solidly, Willie, one of fastest bat swingers on club, gets full power into the blow.



LISTENING to Manager Leo Durocher, whom he admires enormously, Mays goes over the day's play.





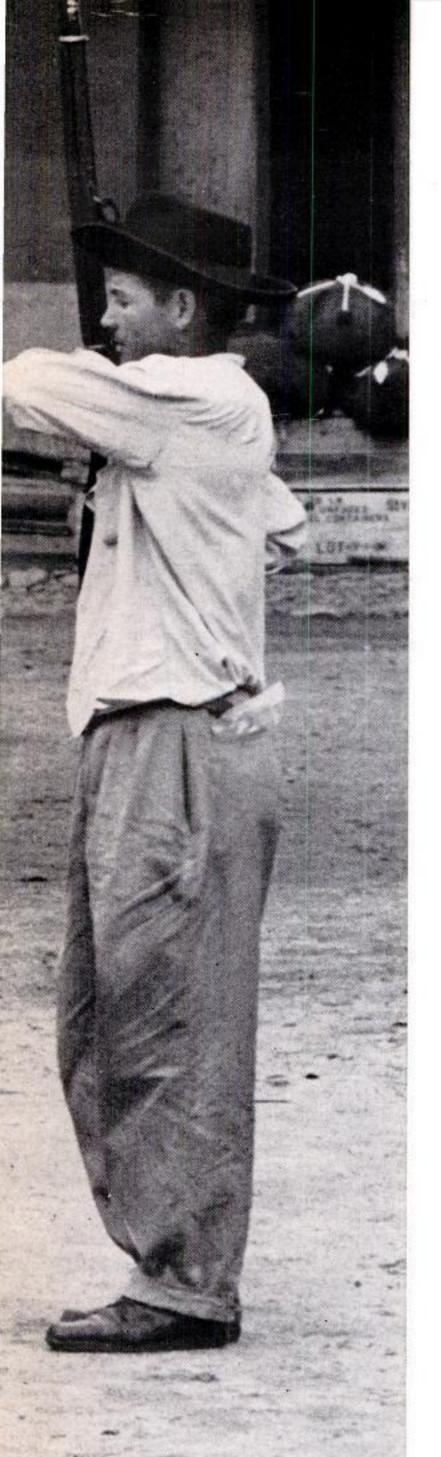






IN REBEL TERRITORY Castillo's forces moved steadily on. At Chiquimula they rounded up and jailed Communist suspects (left). Rebel soldiers lug one of

their heaviest weapons (center), a 20-mm gun, along the mountainous trail to Zacapa, where preliminary peace talks (right) were held under a white truce flag.



THEM HAD EVER HELD RIFLE BEFORE







IN GUATEMALA CITY, with Arbenz out but the war still on, anti-Red Mario Sandoval (left) embraces his fiancée after being set free. A government officer



THE END OF A 12-DAY CIVIL WAR

Rebel Guatemalan army, swelled by recruits, forces rough regime to quit

The war in Guatemala came to an end after 12 days, having caused heavier casualties among the politicians than among the combatants. The dilapidated but dedicated rebel army (left) of Colonel Castillo Armas apparently packed enough of a punch to cause a sudden round of coups d'état. Pro-Communist President Jacobo Arbenz was deposed by Army Boss Carlos Enrique Diaz. Diaz, forced to share his power with a three-man military junta, was very quickly replaced by another junta headed by Colonel Elfego Monzon, an old civil servant with a more impressive anti-Communist record.

Through all the fuss at the capital Castillo continued broadcasting from the jungle that he alone represented the only real anti-Communist power in Guatemala. When his troops took Chiquimula, hundreds of new recruits flocked to rebel headquarters. They were raw peasant stock with no military experience. A few came for the chance to own a gun, but most wanted to pitch in against the Reds. When Castillo's puny air force scored a lucky hit on an ammunition dump, the explosion rocked all of Guatemala City. But the real shock came later when the people got their first sight of political prisoners who had lived through terrible beatings under Arbenz' regime. Then with Arbenz, Diaz and their henchmen safely closeted in the Mexican embassy where they had run for refuge, Colonel Monzon flew off to San Salvador to iron out a cease-fire agreement (next page) with the stubborn insurgent leader, Castillo Armas.



(center) surveys Fort Matamoras, bombed by rebels. Hilda Litecia Torres (right), shot in lip by ricocheting bullet, was not killed as Arbenz propagandists claimed.

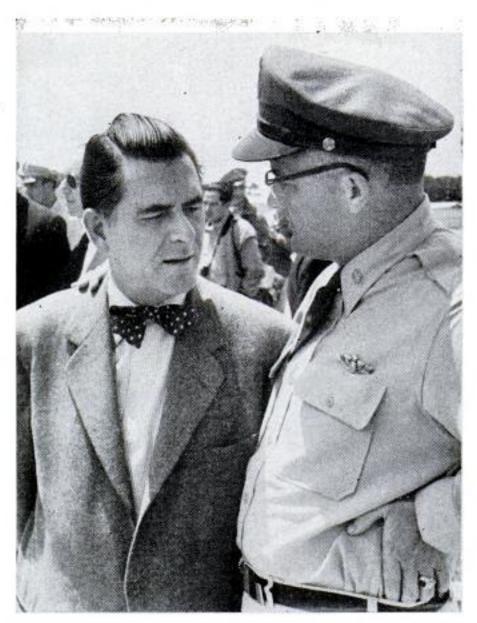


IN BATTLE GARB, donned for air raid, Peurifoy leaves embassy to see Diaz before the colonel quit.



PAPAL NUNCIO, Genaro Verolino, who aided in truce talk, flew to El Salvador with Monzon (right).

End of Civil War CONTINUED



OFF TO SAN SALVADOR, Peurifoy chats with a U.S. Air Force major at Guatemala City airport.



RIVALS EMBRACE at San Salvador. Both Monzon (left) and Castillo tried to conceal old rivalry.

RIVALS MEET AND AGREE ON PEACE TERMS

The moving spirit at the San Salvador truce talks was John E. Peurifoy, dapper, determined U.S. Ambassador to Guatemala, who brought both the prestige and the weight of the U.S. to the conference. Though they embraced emotionally at the airport, Colonels Castillo and Monzon found some old grudges to settle at the peace table. Castillo regarded Monzon as a Johnny-come-lately in the fight against Communism. He bristled when Monzon rejected incorporating rebels into the regular army. He

also charged that his supporters had been tortured by the same Arbenz government in which Monzon had once served as a cabinet minister.

When the first meeting failed, Peurifoy took the two leaders aside and pounded home one proposition: forget your squabbles and make peace. The next session lasted about six hours and produced a cease-fire agreement. It established a new five-man junta, including both Monzon and Castillo, to govern Guatemala for 15 days until they could agree on a president.



THE BIG MEETING took place at Salvadoran presidential palace, with Colonels Castillo (left) and

Monzon revealing strain in their faces. Castillo, who came in full battle dress, changed suit but not boots.

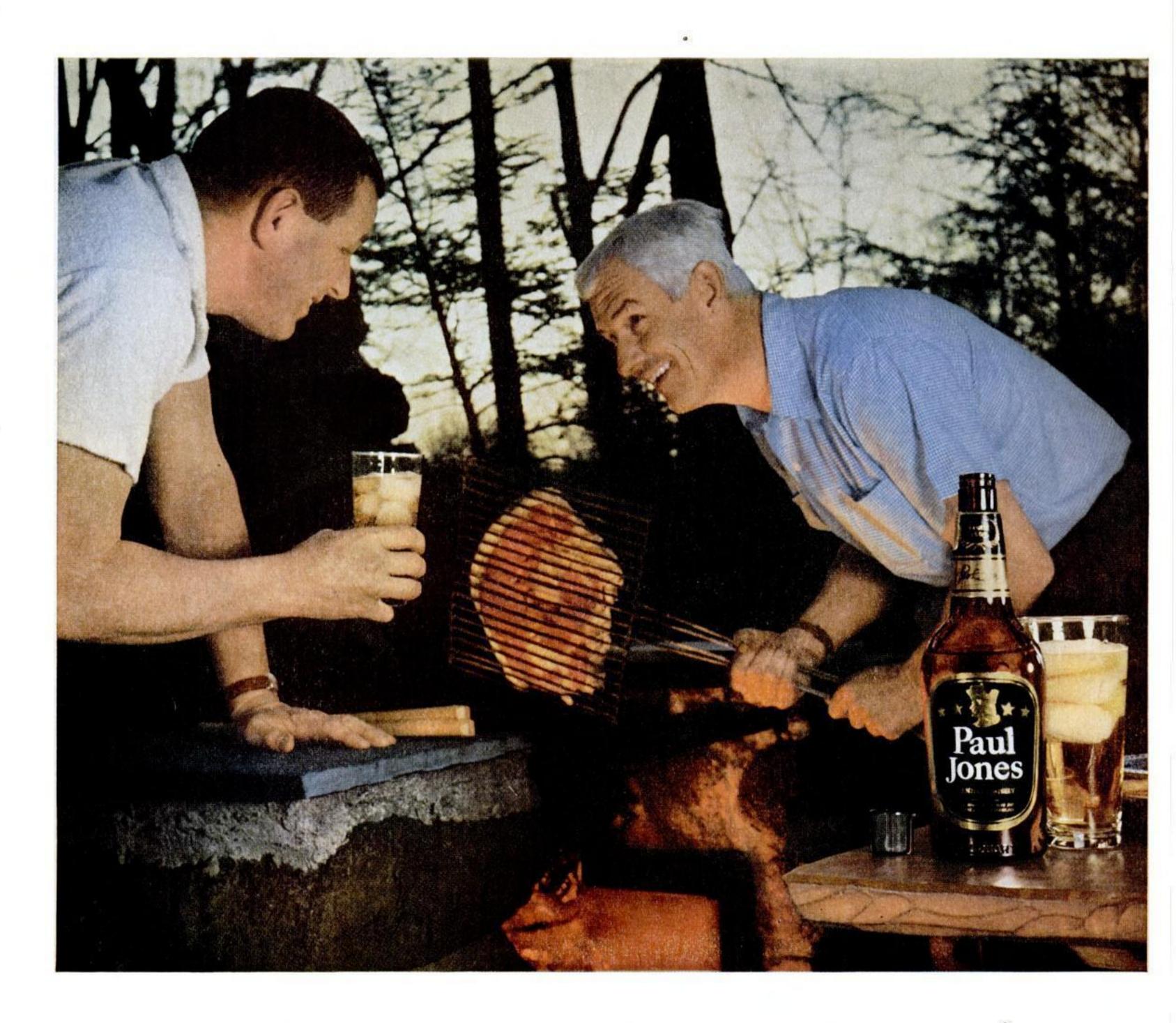


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LIFE ON THE NEWSFRONTS OF THE WORLD

The President wins in Congress, fire ravages Korean city and honor of Texas is avenged

Last week the Congress, concerned with the election year, apparently decided that it was smart to support President Eisenhower. It gave his Administration two substantial legislative victories. The House of Representatives turned its back on the farm bloc to compromise on a flexible system of crop price supports ranging from 821/2% to 90% of parity in place of the 90% mandatory. The Senate adopted the Administration's omnibus tax reform bill, estimated to provide \$1.3 billion in tax relief by permitting business faster depreciation write-offs and individuals larger medical and charity deductions. The Administration was pleased that proposals to raise individual exemptions and give blanket individual tax reductions were defeated.



RAGING FIRE LIGHTS UP THE NIGHT SKY OVER WAR-DEVASTATED SEOUL

A fire, which apparently broke out in a restaurant, swept through a 10-block-square area of Seoul, Korea, leaving some 6,000 people homeless. One reason for the fire's speedy spread was that the buildings in the section were mostly constructed of paper and straw. Another was that many of them contained drums of oil and gasoline. The devastated area was the center of the town's thriving black market and combustible merchandise was stored here and there all through the section.



NON-TEXAN AHLM



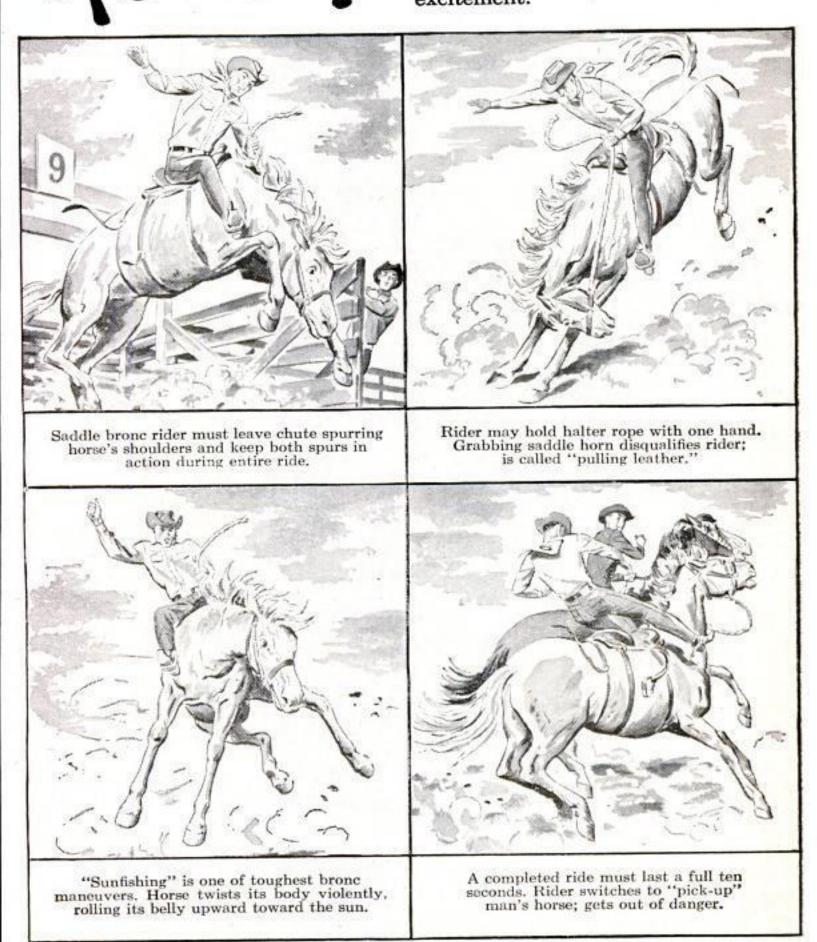
TEXAN NEELEY

In Hollywood, Edward Neeley, a 61-year-old oilman from Moody, Texas was charged with wounding Phillip Ahlm, a movie extra, after an all-night drinking party. Happily waving to the neighbors from a police car, Neeley told everyone who would listen, "Ahlm made a pass at my wife. That's my story." But bystanders had another story of what had stirred up the man from Texas. Ahlm had gone far, far too far. He had insulted Texas. Neeley had first tried to wrestle him into a more respectful attitude and when that failed he had rushed out, returned with a gun and blasted the man down.

CONTINUED ON NEXT PAGE

WORLD'S MOST THRILLING SPORT

The chute opens and a wild, snorting bronc explodes into the arenapitching, twisting, bucking. In the saddle, a fearless, agile cowboy calls up every ounce of his skill to ride out the concentrated fury. This is rodeo-the spectacular battle of rider against brute, unreasoned force; unequalled by any other sport for thrills, spills, and for tense, blood-tingling excitement.





CASEY TIBBS, four times world's champion saddle bronc rider says:

"Rodeo is tough on clothes. That's why I always wear

Lee Riders

best cowboy pants made."

Lee Riders for men, women, boys and girls are authentic Western jeans, fit low on the hips, snug on the legs. There are Lee Riders designed for small fry, too. Sanforized.

GET YOUR "HOW TO WATCH RODEO" BOOKLET. Send for this fascinating 24-page booklet, packed with interesting rodeo information and action pictures. Just fill out the coupon below and mail with 10¢

| today. | COPYRIGHT 195 |
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| THE H. D. LEE COMPA BOX 208, KANSAS CITY | NY, DEPT. 21 41, MO. |
| Gentlemen: Enclosed is 10¢ i me a copy of "HOW TO W | n coin. Please send VATCH RODEO." |
| NAME | |
| ADDRESS | |
| CITYZONE | ESTATE |

no matter how active you are...



gives you 24 hour protection **GUARANTEED***

NEW!

A super-effective, "Action-Proof" ingredient now in Odo-Ro-No-perfected after years of research—brings you the safest, surest deodorant protection ever known!

No other deodorant promises full 24 hour protection no matter how active you are – because no other deodorant has the secret of this remarkable "Action-Proof" formula exclusive in new Odo-Ro-No!

Switch to new Odo-Ro-No! See how much safer you are with this amazing anti-perspirant than with ordinary deodorants that only check odor. See for yourself how completely Odo-Ro-No stops odor—instantly controls perspiration—instantly supplies EXTRA PROTECTION for active moments! Never sticky, always gentle, no other deodorant is safer for skin and fabrics.



NEWSFRONTS CONTINUED

The successful revolution against Guatemala's Red-tinged government (see pp. 20-22) was ending when the United Fruit Company, chief producer of Guatemala's bananas, faced new troubles in the U.S. In federal court in New Orleans, the U.S. government filed an antitrust suit against the company charging that it had obtained a monopoly through control of nearly all Central America's banana-growing land, port rights and connecting railroads, and that it had exercised the monopoly to keep competitors out of business. The suit asked that the company be compelled to sell off some of its properties and allow competitors into the field.



LORRAINE AT A PARTY

LORRAINE IN CUSTODY

Murder on the Merrimack

In Amesbury, Mass., not far from Salem, an attractive local matron named Lorraine Clark, the mother of three children, was arrested on charges of killing her husband by shooting him twice and stabbing him three times. A horrified bird watcher had discovered his body near the Merrimack River. As reporters converged a couple of garrulous local Lotharios told them about widespread "wife swapping" parties, and soon little Amesbury had achieved a lurid national reputation.

America's steel companies and the C.I.O. United Steel Workers union signed a contract providing for a $5\not c$ -an-hour pay increase throughout the country, with an extra $2\not c$ for southern steel workers to bring them even with their northern brothers. New pension and insurance benefits were estimated at an additional $7\not c$ an hour. Industry officials figured the contract would increase the cost of making steel \$4 a ton.



RUSSIAN BILLBOARD SUGGESTS STRIPED NECKTIES AS A PERFECT GIFT

Until recently it seemed that the most frequently worn necktie in Moscow was made of hemp; not one man in five wore the more conventional kind. But now the country is booming up all kinds of neckties. The G.U.M. store—the equivalent of Macy's in Moscow—set up a sales stand and sold neckties at a 10,000-per-day clip.

CONTINUED ON PAGE 28



bread home, too. Tough, hard to tear, it rewraps easily. KEEPS bread at its best in your breadbox, refrigerator or cupboard. Yes, for keeping bread fresher, longer, there's just nothing

And waxed paper stands up best after you bring your

like waxed paper.

For Freshness and Flavor Buy Bread in WAXED PAPER!

Waxed Paper keeps food fresher, longeryou've proved it in your very own kitchen. WAXED PAPER







5-Minute Tomato Aspic

(Barbecue Salad)

Thank goodness for a quick, easy recipe that my family really loves!"

That's what one woman said about Five-minute Tomato Aspic. And you'll surely agree!

The flavor's so delicious, and the beautiful color brightens up your whole table. And those are exactly the reasons why Hunt's Tomato Sauce is so useful in your cooking. Its hearty flavor and fine color tell the story of all-tomato goodness, seasoned just right. No starchy fillers and no "soupy" flavor.

Enjoy Five-minute Tomato Aspic. Then try Hunt's Tomato Sauce in your stews, casseroles, soups, meat loaf, gravies.

1 package lemon or orange flavored gelatin 11/4 cups hot water

1 can Hunt's Tomato Sauce

1½ tablespoons vinegar ½ teaspoon salt

Dash of pepper

Dissolve gelatin in hot water. Add Hunt's Tomato Sauce and other ingredients. Blend. Pour into individual molds. Chill until firm. Place on crisp greens with mayonnaise. Serves four to six.

Note: For extra spiciness, add any of the following before chilling: onion juice, seasoning or celery salt, cayenne, Worcestershire sauce, pepper sauce, or horse-radish.



Hunt-for the best

RECIPES FOR YOU! A delicious Hunt recipe on the back of every can of Hunt's Tomato Sauce. Look for them! Hunt Foods, Inc., Fullerton, California.

The Frigidaire Thrifty Twin gives you TWO ROOM CONDITIONERS IN ONE!

Enjoy complete comfort control-save up to half your cooling cost*

You're never plagued with annoying see-saw temperatures when you turn on the sensational Frigidaire Thrifty Twin because it gives you complete control of your comfort! One cooling system is adequate for moderately hot days, prevents overcooling and saves as much as half your electric bill. Two systems work together for double power to prevent undercooling in really hot, humid weather.

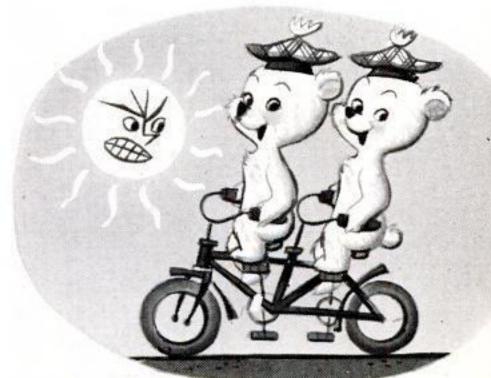
Cools, filters and dehumidifies. Exhausts

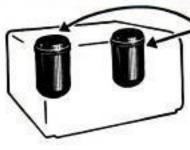
stale, smoky air. The Frigidaire Thrifty Twin assures you the right kind of air conditioning to banish fatigue, bring calm, restful slumber, relieve heat strain on tired hearts. Full-height, full-width filter screens out grime and dirt; banishes air-borne irritants that can cause dust allergies and hay fever. Wipes out sticky summer dampness. Attractive, sturdy all-steel cabinets, finished in smart, Coca Rio Beige to harmonize with any surroundings.





*One works on moderate days! When the going's easy, in moderately hot weather, or at night, just one cooling system operates to give complete air conditioning . . . saves as much as half the operating cost.





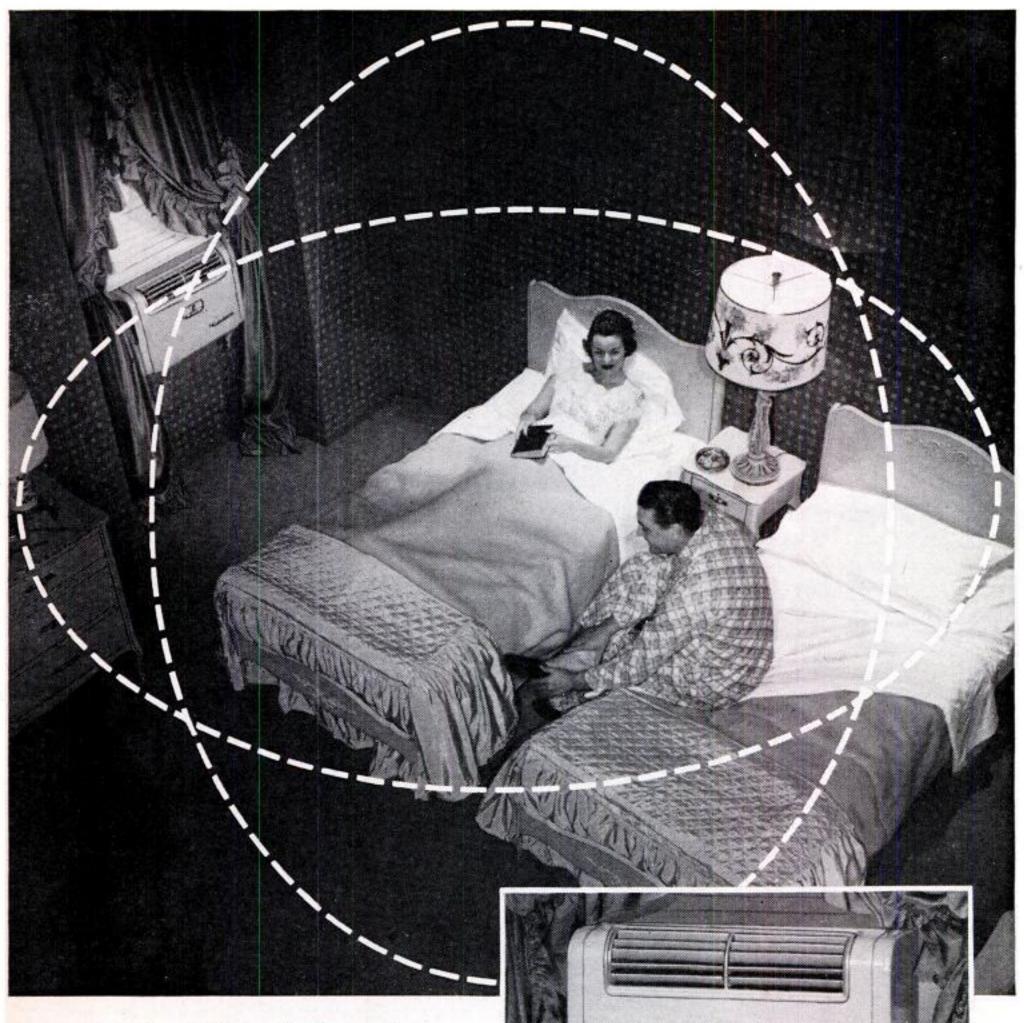
Both work on very hot days! When the going's tough on real "scorchers", both systems team up to double cooling power and increase dehumidifying. Since each system is powered by the Meter-Miser, you save on hottest days, too.

Heats on cool days, too. New Frigidaire Highflow Heat, available on Thrifty Twin models, provides instant, extra warmth when needed. It's a wonderful comfort on damp, chilly mornings. Operates independently of cooling system. All models can be equipped with thermostat for automatic cooling—where electric codes permit.

See the beautiful "Silver Anniversary" line of Frigidaire Room Conditioners at your nearest Frigidaire Dealer's. Look for his name in the Yellow Pages of your phone book. Or write: Frigidaire, Dept. 2289, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

Frigidaire (Silver Silver Silv

Built and backed by General Motors



none of the cooling power you pay for is wasted. It gets all the cool, crisp air into all the room regardless of window location. It tailors air flow to the exact size and shape of room . . . assures all-over comfort from corner to corner and wall to wall. Eliminates hot and cold air layers; stale, static corners; annoying drafts. Gently surrounds you with healthful comfort.

All Frigidaire Room Conditioners can be mounted flush with drapes to take no space in room. Won't interfere with air circulation or cooling capacity.

MEAT SITUATION

July, 1954

Mid-year forecast. It now looks like more pounds of meat will be produced during 1954 than in any previous year except one (1944). Total supply will come to about 25 billion pounds.

This averages out to about 151 pounds
per person. That's about 2 pounds less
per person than we had last year. Reason
your "share" is smaller when the supply
is bigger is that our population has been
growing faster than our meat supply.
Actually, though, it doesn't amount to
even a bite a day.

Pattern for first half of year has been above-average supplies of beef, below-average supplies of pork.

Beef, for next six months, will continue to be plentiful. This month shoppers will find their stores well supplied with the better grades. Prices, at attractive levels for the last several months, will continue to be about the same this month as you've been paying.

We are about at the turning point for pork production. Supplies, which have been dropping steadily for the last few months are expected to start turning upward about mid-July as the earliest pigs from the new spring crop start coming to market.

Bigger marketings usually mean bigger values for consumers. But don't expect prices of pork chops to tumble overnight. Increase in supplies, probably gradual at first, will build up to its yearly peak a few months from now.

<u>Veal is a good value</u> in stores in many parts of the country. There's quite a bit more of it than last year. Farmers have been feeding more lambs this spring and you can look for more roasts and chops at your retail meat store.

Frankfurters, cold cuts and other sausage products are easy to prepare, easy on the budget. Demand for these products has been growing every year, and production has kept pace with demand. Most stores will be featuring them this month.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago . Members throughout the U.S.

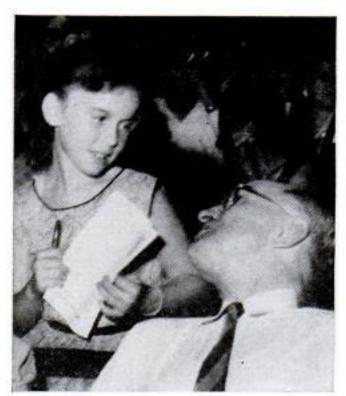
NEWSFRONTS CONTINUED

Captain James Hord, a retired Army officer, rigged cyanide bomb and pistol booby traps in his hunting lodge at Creede, Colo. to keep trespassers away, carefully posting signs warning of the traps. But when someone fired bullets into his lodge, the captain, upset, ran inside, yanked open a pantry door and was seriously wounded in the chest by one of his own booby traps.

AEC rejects Dr. Oppenheimer

In a 4-to-1 decision the Atomic Energy Commission upheld the verdict of its special personnel security board that Dr. J. Robert Oppenheimer was a security risk and should be denied further access to restricted information. The commission did not go along with the board's finding that "lack of enthusiasm" by Oppenheimer had delayed production on the H-bomb—an issue that had disturbed many in the original verdict against the scientist because it seemed to deny him the right to be mistaken. Instead the commission majority concentrated on the six instances in which Dr. Oppenheimer had not told the truth to investigators, and accused him of "persistent and continuing association with Communists." Although the trial board had expressed its faith that Dr. Oppenheimer was "loyal," the commission majority was silent on this question, and one member, Thomas E. Murray, in a separate opinion called him "disloyal."

Although Harry Truman is not yet in the clear and still faces several more weeks of careful hospital care, the ex-President's doctors reported last week that he was showing slow but steady improvement. From the ever-cocky Truman himself came stronger statements—"We've got this thing whipped"—and a happy chuckle when he learned that he had been prayed over by 2,000 Baptists in Russia. He seemed almost as chipper as he did on the night he sat in Kansas City's Swope Park theater, just before his pain drove him to the hospital.



MR. T. AT THEATER



MRS. T. AT HOSPITAL

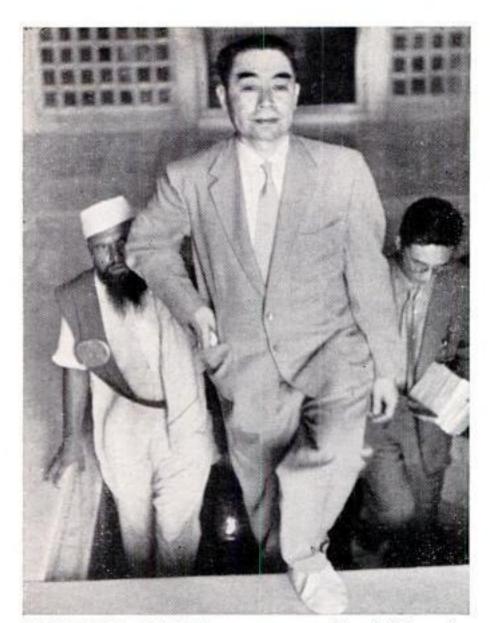
Another senator dies

Death has been taking a heavy toll in the U.S. Senate. Last week Senator Hugh Butler of Nebraska, a 76-year-old, old-style Republican who during 13 years in the Senate seldom wavered in his stands for high tariffs and isolation, died of a stroke, the seventh senator in this Congress to die. Nebraska's other senator, Dwight P. Griswold, died last April. As a result the state will elect three U.S. senators next November: one to round out the four remaining years of Senator Butler's term, a second to round out the two months remaining in Griswold's term, and a third for a full six-year term.

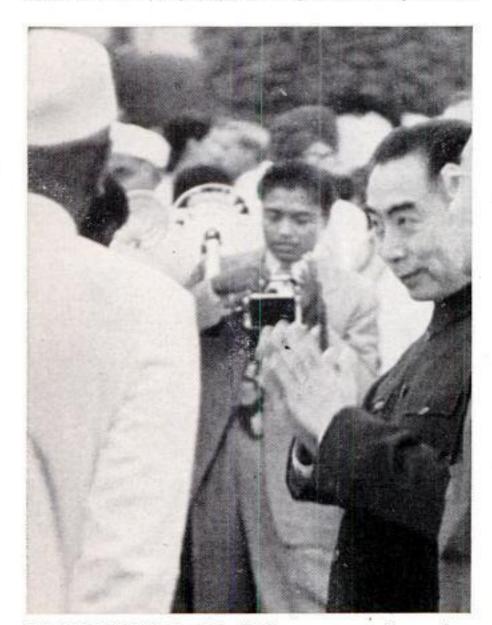
In a total eclipse of the sun, the shadow of the moon raced over the world from Nebraska to India in two hours and 45 minutes. Although it started in the U.S. at dawn, it was probably seen by more people than had ever seen an eclipse before, in person and on TV. Color photographs of the eclipse will be published in the July 26 issue of LIFE.

Drobny wins at Wimbledon

Jaroslav Drobny, the Czechoslovak who fled his country when the Communists moved in on him and is now an Egyptian citizen, first appeared at Wimbledon for the all-England lawn tennis championships in 1938. Ten times Drobny tried for that championship and 10 times failed. Then this year, at 32, "Old Drob" met Australia's young (19) Ken Rosewall and won his championship, 13-11, 4-6, 6-2, 9-7.



COVERED SHOES, customary for visiting the shrine, are worn by Chou leaving tomb in Taj Mahal.



PALMS PRESSED in Indian gesture of greeting and farewell, called *namaskar*, Chou attends a party.



NECK WREATHED in traditional garland, Chou bows to take soft drink while sightseeing in Delhi.



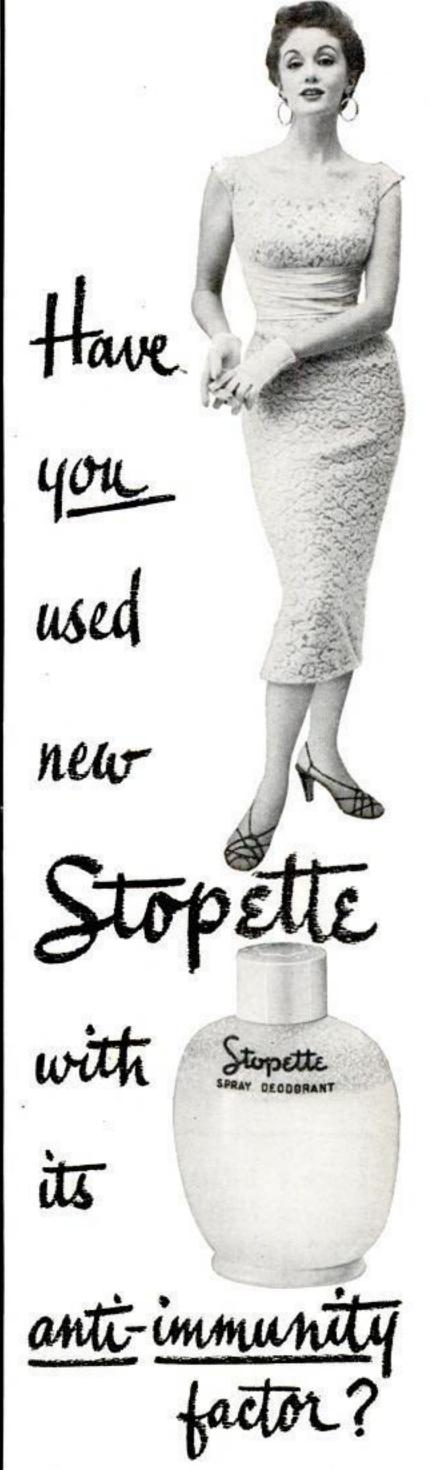
Description Committee

HANDS IN A FINAL "NAMASKAR," CHOU DEPARTS FOR BURMA

THE INDIAN SIGN

Chou wins friends by copying customs

Wily Chou En-lai is a past master of protective coloration, and from the moment he landed at New Delhi, coming at Prime Minister Nehru's invitation, the act was on. The premier of Red China deferred graciously to the country's customs, quickly took up the Indian salutation of bowing with hands together and got a big hand in return. Though he seemed nervous when he saw there was a scarcity of bodyguards, Chou smiled amiably through it all, for he was conducting a one-man "peace offensive" in India. To counter U.S. proposals for a mutual security agreement in Southeast Asia, which is directed against Red Chinese expansion, Chou had his own plan—a nonaggression pact. This depended on goodwill and promises, left no room for action against an aggressor. Nehru seemed sympathetic.



Stopette is constant in the confidence it gives. Use it daily, blissfully aware that this protection can't fade away. And you'll never become immune to it! Isn't now the time to change to Stopette? The constant deodorant that's a positive anti-perspirant, too.

Two sizes: \$1.25 and 60¢, plus tax
JULES MONTENIER, INC.

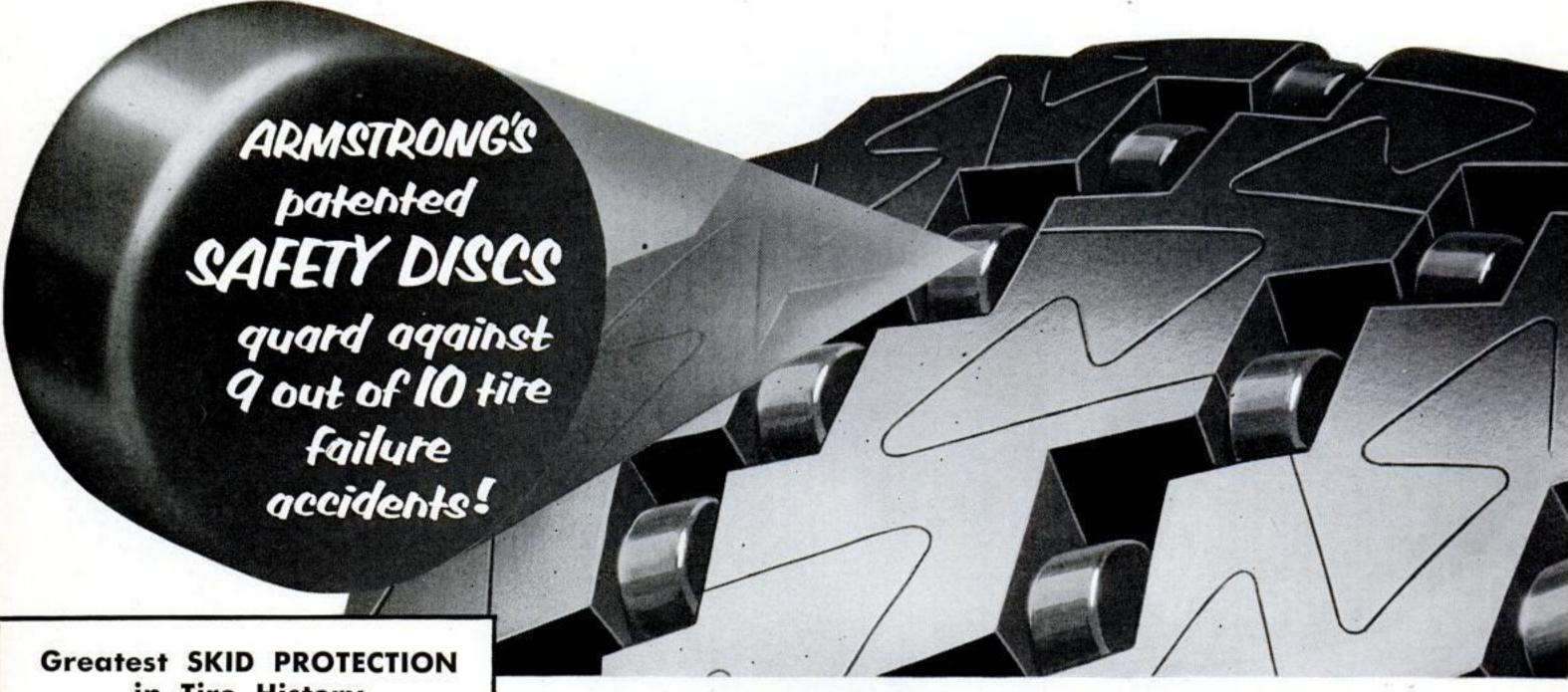
Jules Montenier products
available throughout Canad



DON'T LET YOUR TRIP END IN DISASTER!



This "Ounce of Prevention" Can Save Your Life!

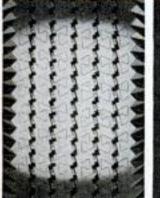


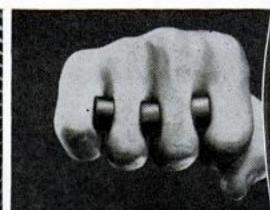
in Tire History





With ordinary tires, tread ribs of your tires tend to compress into a smooth and slippery surface. That's because ribs squeeze together under pressure – just like the edges of your fingers when you make a fist. So the tread loses its vital grip on the road . . . and you skid!





With life-saving Armstrong Tires, the tread can't compress! Can't squeeze together — can't lose its grip! "Ounce of Prevention" discs between ribs keep the gripping edges apart . . . like your fingers when you put rubber discs between them. You don't skid!

Now! This PREMIUM TIRE at a POPULAR PRICE!

When you and your family travel this summer, remember! High speeds, heavy vacation traffic and rough roads can combine toward tragic tire failure. So play safe with Armstrong's life-saving "Ounce of Prevention"! For Armstrongs not only give you the world's best blowout protection -but unequalled skid protection, too! And skids are the cause of 9 out of 10 tire failure accidents.

Get Armstrongs today. They may save your life this summer!

UNCONDITIONALLY GUARANTEED

Armstrong Miracle Tires are unconditionally guaranteed for 24 months against all road hazards. Unserviceable tire will be replaced by a comparable new tire with full credit for guarantee period not realized. The Armstrong Rubber Co., West Haven, Connecticut.

ARMSTRONG

MIRACLE



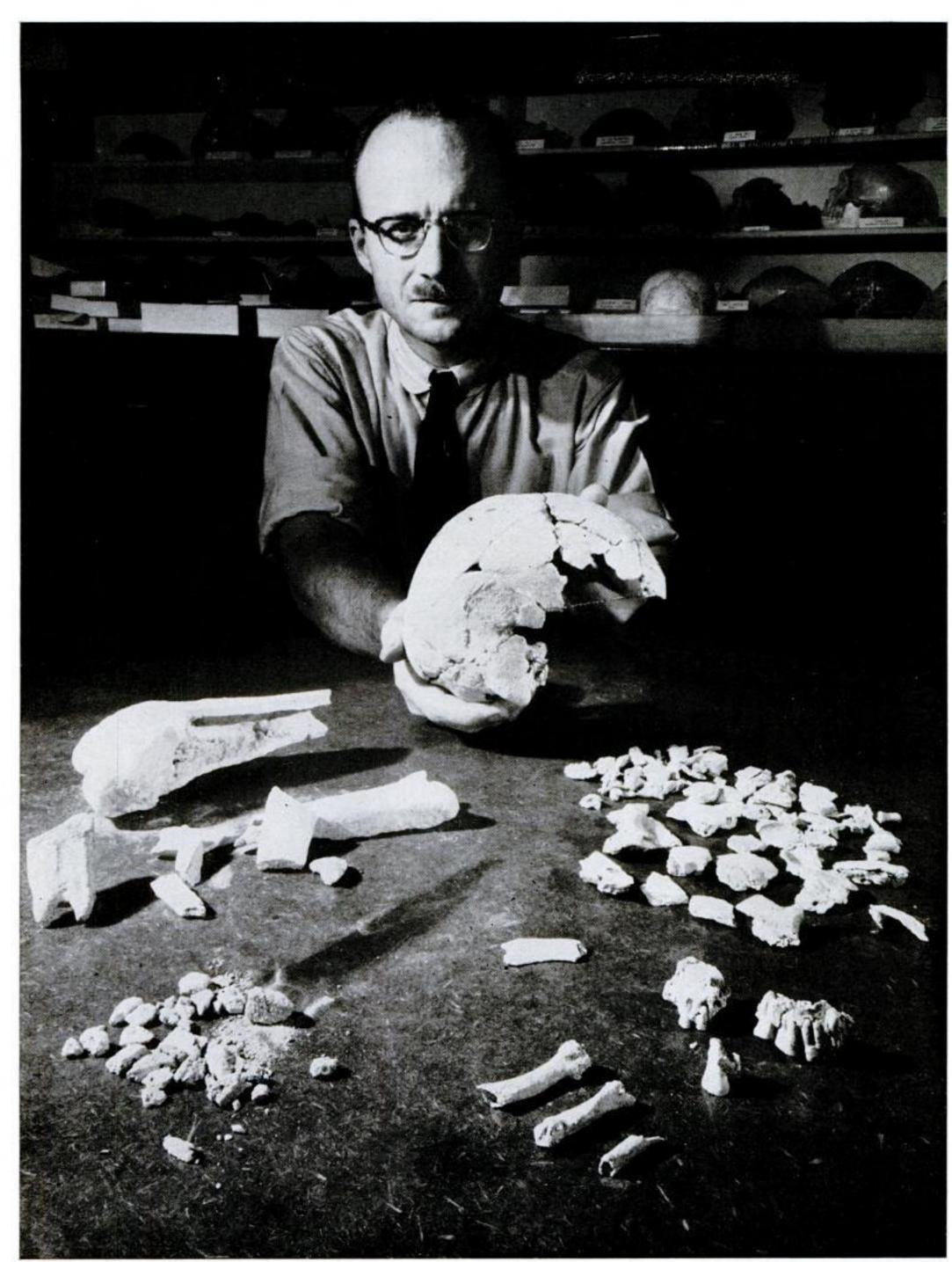
Rhino-Flex

MAKERS

ARMSTRONG PURE FOAM

FOR FURNITURE AND BEDDING

See your Armstrong Dealer for SPECIAL TRADE-IN Allowance



MIDLAND DISCOVERY includes a human cranium, held by Dr. T. D. Stewart who reconstructed it, skull fragments (right, rear), human jaw sections with teeth (right,

foreground), finger bones (center, foreground), part of a rib (behind fingers), crumbling turtle shell (left, foreground) and a tooth and bones of an extinct wild horse (left, rear).

20,000-YEAR-OLD AMERICAN

Skull may be 9,000 years older than hemisphere's other human remains

In a skull-lined office at Washington's Smithsonian Institution last week, the shattered cranium of a man authenticated as the earliest human ever found on the American continents was fitted together. Fluorine tests and geological evidence prove the bones are at least 12,000, and possibly 20,000 years old. This could make them as much as 9,000 years older than the dated remains of any other ancient American.

The skull was unearthed last year near Midland, Texas, where this prehistoric human—called Midland Man—hunted during the last ice age. Near the head lay three flints and hundreds of bones of a now extinct horse. Tests made since the discovery show the human and horse bones are of the same age. Hundreds of pointed ice age stones have been found (next page) on the Great Plains of North America, but until now anthropologists had never unearthed remains of the plainsman who chipped these weapons. Midland Man may have been this nomad who lived in the era of the world's greatest hunters and whose quest for bison, horses and elephants may have driven him to explore almost the whole Western world.

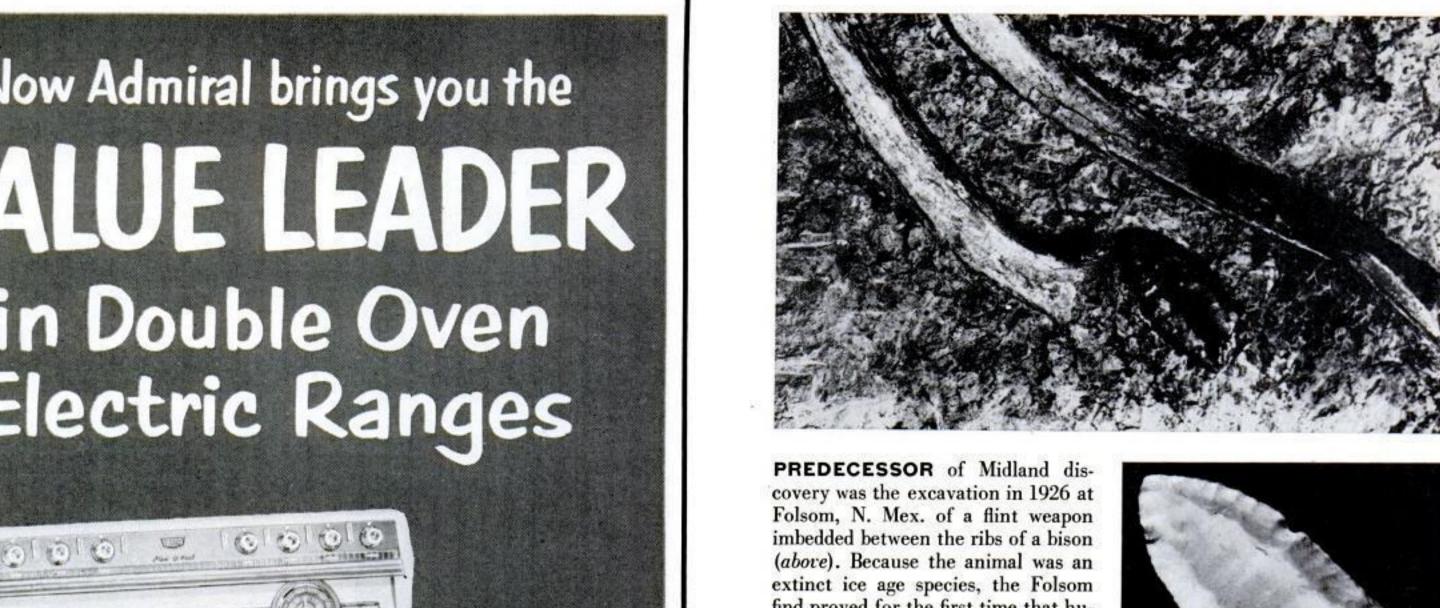
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Milk of Magnesia provides better reliefmore complete relief

than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves both conditions. Two to four tablespoonfuls taken at bedtime work leisurely—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.





covery was the excavation in 1926 at Folsom, N. Mex. of a flint weapon imbedded between the ribs of a bison (above). Because the animal was an extinct ice age species, the Folsom find proved for the first time that humans existed in America during ice age. Folsom flints were chipped 2,000 to 10,000 years after Midland Man. They were cleverly grooved (right), probably to fit on a spear shaft and to cause their victim to bleed heavily.



SITE OF FIND, a dry marsh on Scharbauer ranch near Midland in northwest Texas, is examined by Keith Glasscock, a pipeline welder and amateur archaeologist who discovered grooved flint spearheads there, exposed when wind blew the surface sand away. He recognized these as ice age stone points.



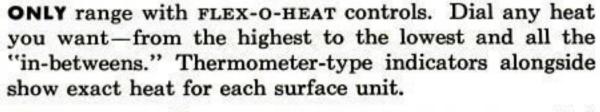
THE DIG was conducted by Dr. Fred Wendorf (right) of Museum of New Mexico to whom Glasscock (left) went for advice. Bones of Midland Man were found in gray sand underneath layer of red sand on which the spearheads lay. The bones were sent to the Smithsonian for assembling and chemical analysis.



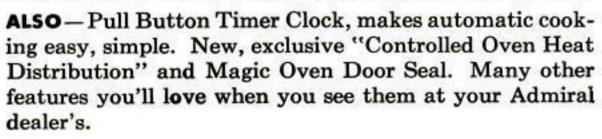


exclusive de luxe features!

'round and 'round and baste themselves—automatically—with Admiral's incomparable ROTARY ROASTER.



ONLY range with an ADJUSTABLE BROILER RACK that goes up and down at the touch of a finger. You raise or lower it without removing hot pans or rack from the oven.





Double Oven ELECTRIC RANGES

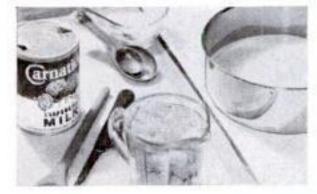


New Carnation Recipe for Cheese Sauce in just 3 minutes

Costs less, too, and so much smoother. Carnation and cheese is all it takes. No flour or shortening needed.

CARNATION 3-MINUTE CHEESE SAUCE

So Easy-So Quick-So Good!



Simmer 1% cups (large can) undiluted Carnation and 1/2 teaspoon salt over low heat to just below boiling (2-3 minutes).

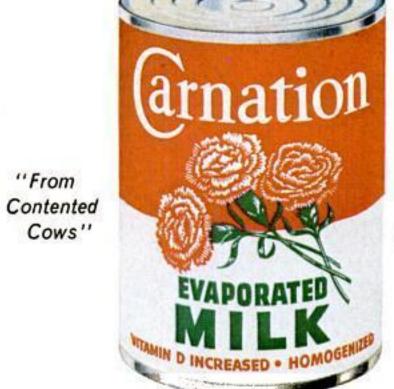


Then add 2 cups (about 8 oz.) grated process-type American Cheese. Continue to heat until the cheese melts. That's all!

Serve as illustrated . . . with vegetables, or in casseroles! Creamysmooth every time because it's made with the milk that whips!

THREE GREAT SHOWS: "Burns & Allen," CBS-TV every week; also "Stars Over Hollywood,"CBS radio, every Saturday; "When a Girl Marries," ABC radio, five days a week.

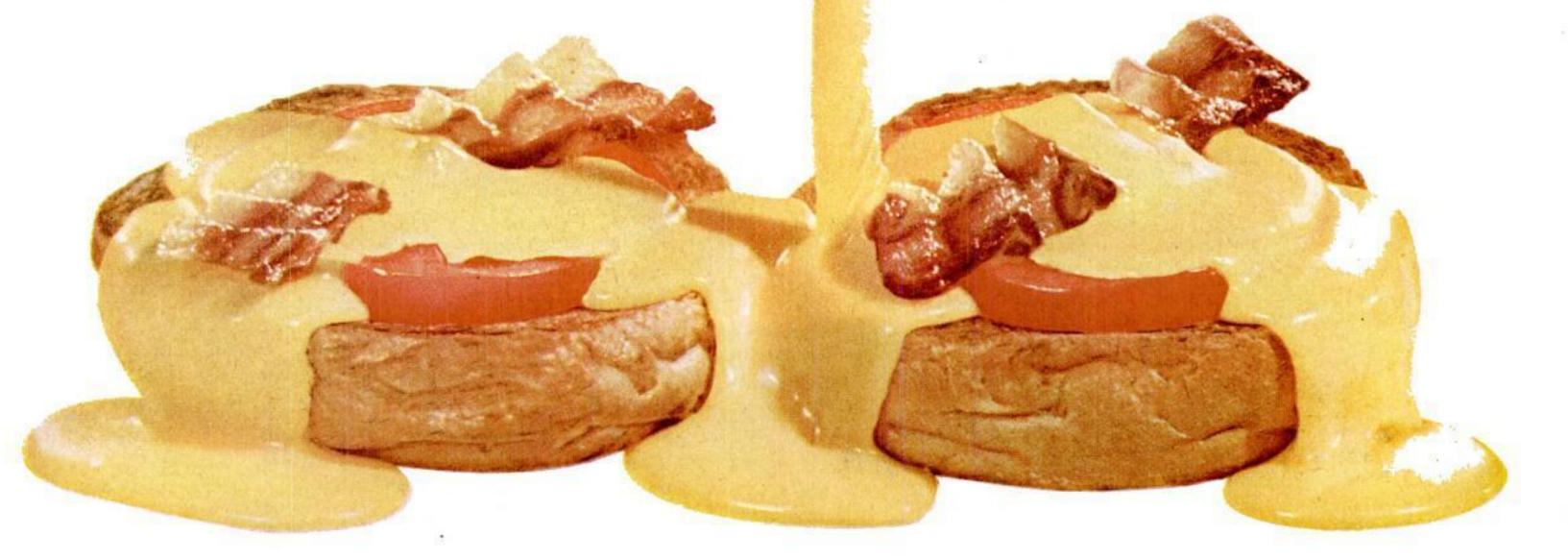






THE MILK THAT WHIPS!

"From





Real farm fixin's for a right smart sandwich

It's got a plain Jane name—"Luncheon Meat."

But nothing could make two slices of bread seem so plain fancy.

We took pink, lean chunks of cornfed pork and added a sly touch of seasoning from our country kitchen spice box. Then those tempting morsels were ground, vacuum sealed and brought to simmer in their own sweet juices—with not one precious drop lost in a puff of steam.

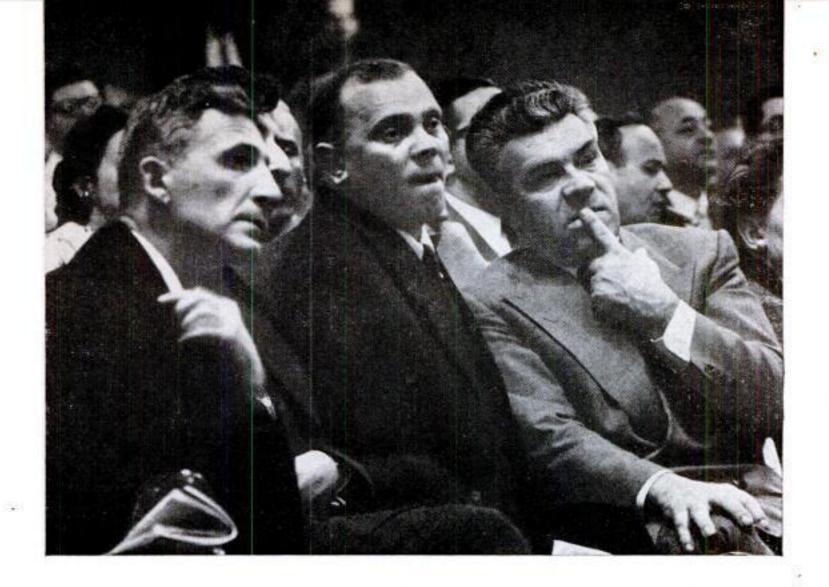
You need not be adventurous to try Rath Black Hawk Luncheon Meat—but it does make adventurous eating whether you bake it, fry it, or serve it just as is.

Wouldn't a day like today be a wonderful time to try it? And while you're at it, stock your pantry with Rath Black Hawk Breakfast Sausage, Vienna Sausage, and Sliced Dried Beef.

Rath Black Hawk Meats

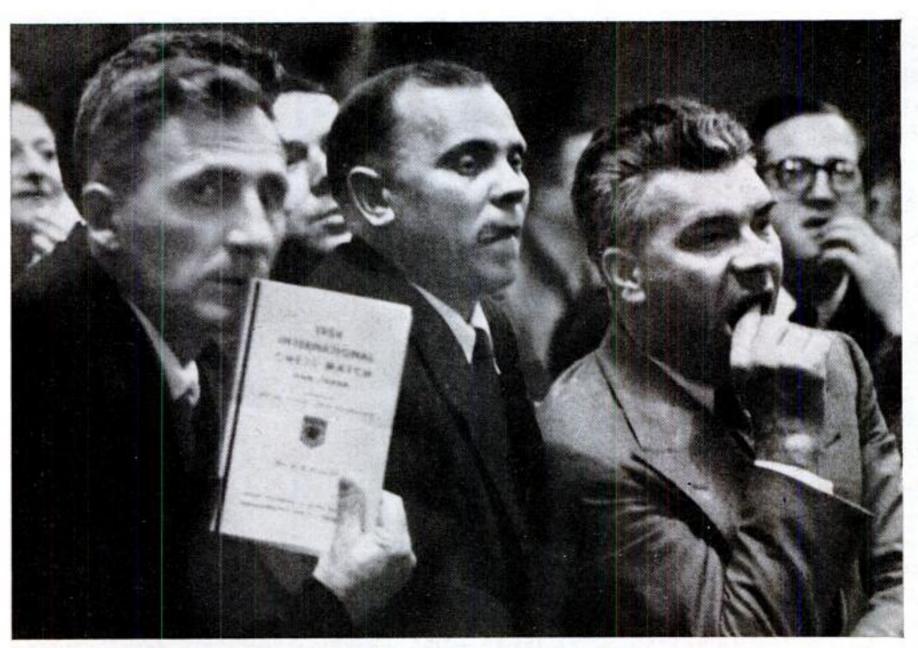
FINER FLAVOR FROM THE LAND O' CORN

Rath makes over



STRESS OVER CHESS

Risky play against U.S. alarms Soviet boss



At a public occasion in New York City, Communism's rigid visage relaxed long enough to show Russian officials grimacing, fidgeting on their chairs and chewing their nails, like anyone else under tension. An international chess match had brought together in the ballroom of New York's Hotel Roosevelt eight top U.S. players and a heavily favored team from the U.S.S.R. In the crowd of spectators sat the Russian team's fishy-eyed commissar, Dmitri Postnikov (center in top picture), flanked by Dr. Vladimir Rydin, the team's physician (left), and burly Semyon Tsarapkin, acting head of the Russian delegation to the U.N.

The sight which held their strained attention was a brilliant game between Russia's Mark Taimanov and former U.S. champion Larry Evans. When a particularly startling move by Taimanov threatened to cost him the game, Postnikov bit his tongue (center picture), Rydin chewed his score pad and Tsarapkin gnawed his knuckles. But their anguish turned to almost dazed relief (bottom) when Taimanov's bold plan paid off (next page). And from then on, the Russians had nothing to worry about, winning the match 20 to 12.

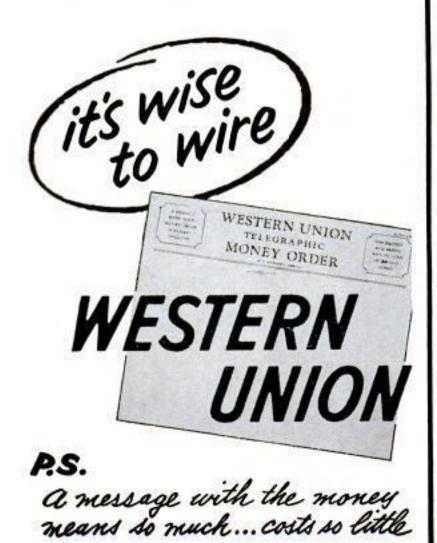




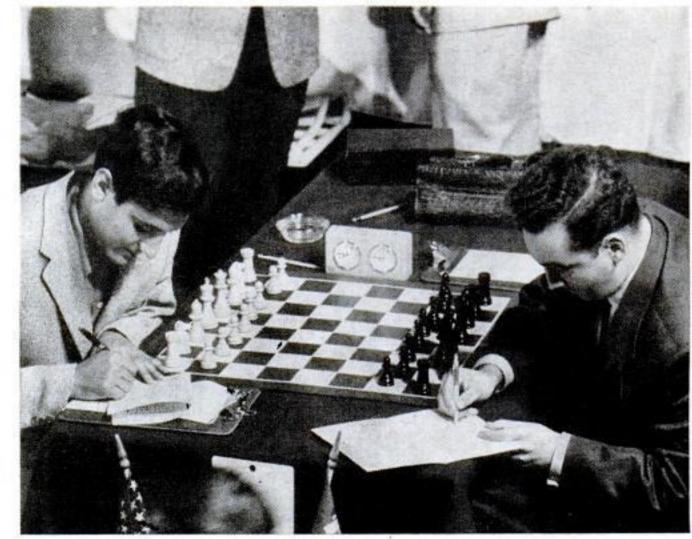
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to or from anyone... anywhere... anytime...





Stress over Chess CONTINUED



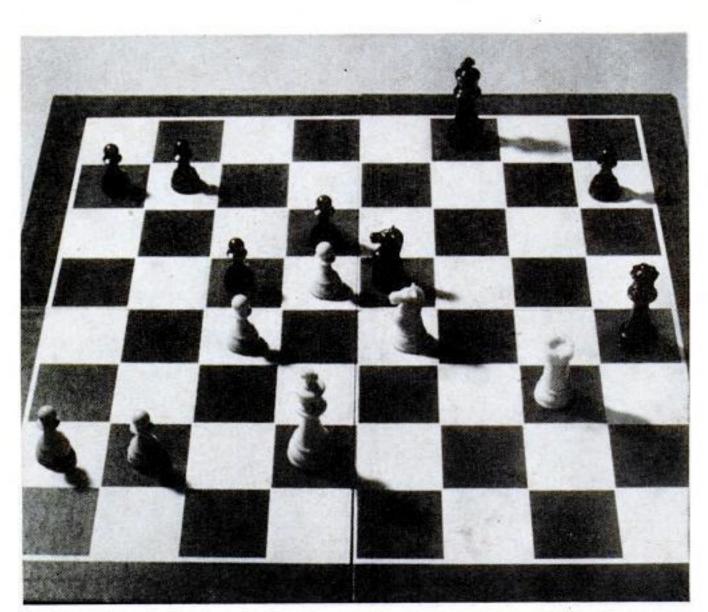
AT THE START players sign autographs before making opening moves. Larry Evans (left) was U.S. champion 1951-54. Taimanov is also a pianist.

A RUSSIAN TRAP GETS ITS MAN

The game which distressed the three Russians began with Taimanov's cautious defense against Evans' aggressive attack and ended when the overconfident American fell into a trap laid for him by the Russian. For the benefit of chess experts, here is how the play went.

Taimanov started with the King's Indian defense, which neglects the center of the board in favor of a strong defensive position. Evans seized the center, using the "Taimanov Variation," a strategy developed by Taimanov himself. Suddenly Evans saw a chance to attack. He struck, taking one of the Russian's key pawns with his own. Taimanov struck back, taking Evans' pawn. He used a pawn although he could have used a knight, a stronger move. By this move Taimanov opened himself up even further to Evans' attack.

Evans moved aggressively forward. Then, on the 19th move, Taimanov horrified his Russian colleagues (previous page) by dangling a knight in front of one of Evans' pawns. It was a very daring, almost reckless, move. Hardly stopping to think, Evans grabbed the knight. That lost him the game. Within 11 moves he lost two pawns, a knight, two bishops and his queen to Taimanov. His king, which had been checked eight times, hobbled around for six more miserable moves, in vain flight from the network of Taimanov's attacking pieces (below). On the 36th move Evans conceded. It was a humiliating experience for ex-Champion Evans. Winner Taimanov wasn't feeling too brisk either because he got a tongue-lashing from Commissar Postnikov for taking unnecessary chances. A few days later Evans got another crack at Taimanov and showed he had learned a lesson (next page).



AT THE FINISH, after 3½ hours of play, Mark Taimanov's black queen and knight are too strong for Evans' white rook and knight, and Evans concedes.

CONTINUED ON PAGE 42



"TOOK MY BATH...NOW DO I GET THAT SOUP FOR LUNCH?"

O '54 CAMPBELL SOUP COMPANY



for the whitest shoes you've ever worn!

At Leading Chain and Independent Stores in the United States and Canada

To keep sinks white
Without a bleach . . .
Keep New Old Dutch
In easy reach!

When New Old Dutch Cleanser turns gold . . . it disinfects and deodorizes, too!



New 3-in-one Oil-Spra lubricates and forms a barrier against rust! No more messy rags—oily fingers! Sprays, oil at touch of button!



"3-IN-ONE OIL

NO GIGARETTE EVER WENT SO FAR SO FAST!



Get much more flavor, much less nicotine. Smoke L&M

Filters-America's highest quality and best filter tip cigarette.

Yes, this is it! L&M — the light and mild filtered smoke!

AMERICA'S HIGHEST QUALITY FILTER TIP CIGARETTE

LIGGETT & MYERS TOBACCO CO.

Copyright 1954, LIGGETT & MYERS TOBACCO CO.

MONOGRAM CIGARETTE

Light and

Mild



TROUBLED RUSSIAN, playing white men, is cornered by his opponent's attack. Evans' black queen and rook are behind his lines, his king is in check.

BUT THIS TIME A TRAP FAILS

Both men played aggressively in their final game. Taimanov attacked on the queen side, Evans on the king side. At first Taimanov had the upper hand because he brought his pieces into play faster. The turning point came once again in the 19th move as the Russian, trying to break up Evans' position, pushed his castle deep into enemy lines to bait Evans' queen. This time Evans did not swallow the bait. He proceeded calmly to build up his attack. Evans' resolution won him the game 17 moves later when he bracketed Taimanov's king between his two rooks (right).

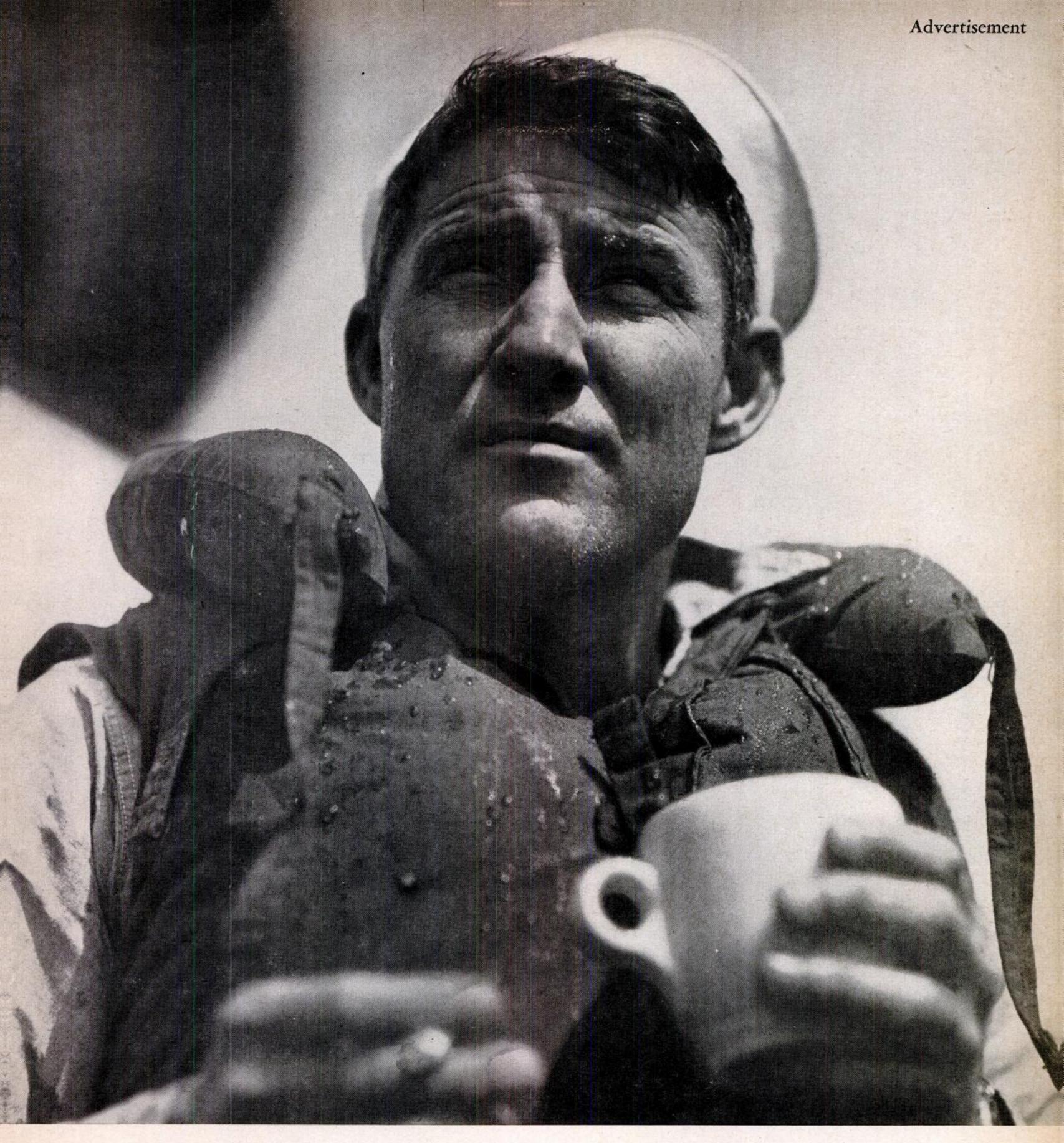


THE FINISH appears on a board placed to let spectators watch game.



VANQUISHED RUSSIAN rises to shake Evans' hand after his defeat on 36th move. The audience applauded Evans' brilliant game for a full minute.





A weary lookout takes a "Coffee-break"

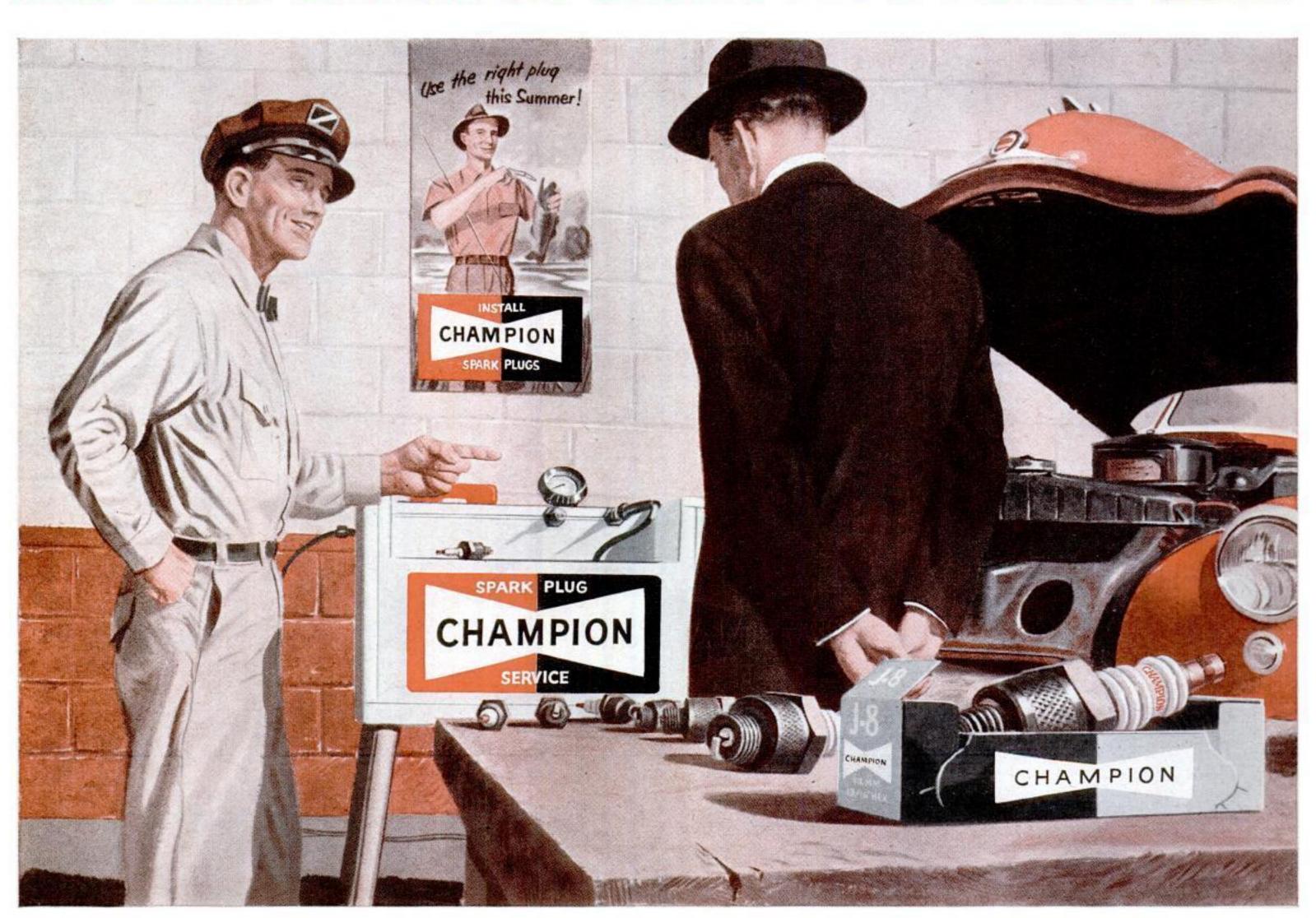
The night of vigilance ends. The fog rolls in with the dawn. The Coast Guardsman stands lookout, eyes narrowed against the sea wind, face lined with the strain of his long watch. Then, from a hatchway, comes a friendly voice: "Bet you can use a cup of coffee!"—and the answer is a grin. Coffee! You can really use it. You can really feel its bracing warmth. You can really taste the cheering lift in every steaming cup.

Coffee! Nothing has that flavor, nothing gives that satisfaction — and for only pennies a cup. During your day, too, "bet you could use a cup of coffee." At home, on the job, enjoy it often — and make it right. Use 2 level tablespoons (or 1 Standard Coffee Measure) to every cup. Give yourself a "Coffee-break." Think better, work better, feel better. PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, N. Y.

@1954

CHICAGO You'll See America Better If You New York

SEE YOUR CHAMPION SPARK PLUG DEALER FIRST



Don't let a lazy, inefficient engine take the fun out of your vacation. You've planned and waited all year for this trip . . . start right with a visit to your Champion dealer.

There's a grand feeling of security when your car is ready, willing and able—and that means Champion Spark Plugs to millions of motorists.

Stand by and judge for yourself as your Champion dealer rates the efficiency of your spark plugs on his modern service equipment. He'll clean and reinstall them properly or, if necessary, install a set of new Champions.

Full-firing Champions won't falter under the hardest driving. You'll have an extra reserve of power in the tight spots. And with Champions there's no waste gasoline to build up deposits and thin your crankcase oil. They'll pay for themselves before you're home again—in performance, economy and peace of mind.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

CHAMPION

SPARK PLUGS

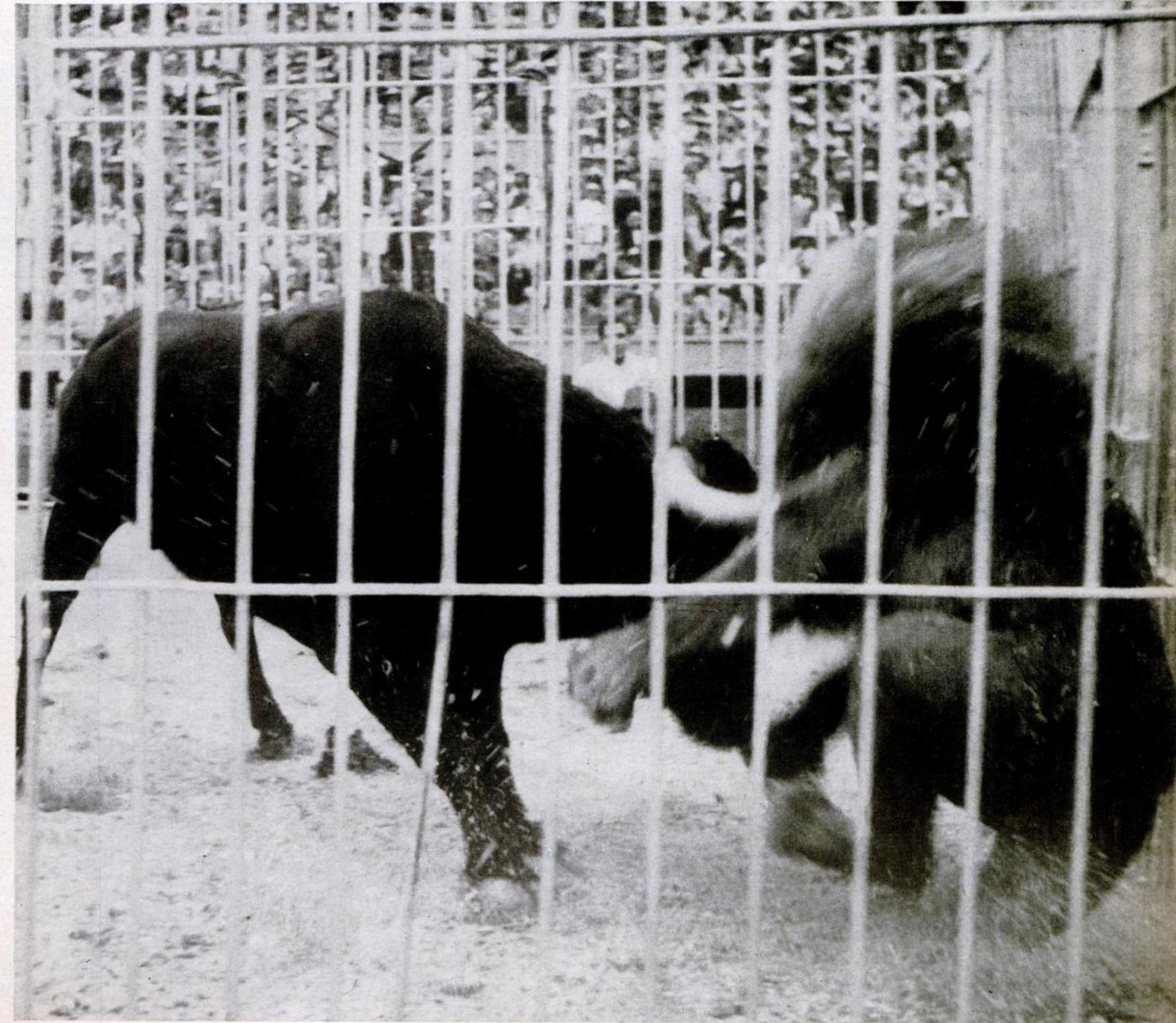
INSIST ON CHAMPIONS WITH THE EXCLUSIVE FIVE-RIB INSULATOR

TWO BATTLERS MEET as the bull, released from a wooden box, enters the 15x15-foot fighting cage where the growling lion, twitching its tail, stands waiting.

A BRUTAL SPECTACLE

Mexicans pit a bull against a lion in a caged fight

In the hills west of Mexico City, just beyond the legal reach of outraged city officials, 35,000 people packed a stadium to see a barbaric, stomachturning spectacle once the delight of medieval popes and kings but long since outlawed in most places—a fight to the death between a lion and a bull. Holders of the more expensive seats, a gaudy array of U.S. tourists, gamblers and small-time politicians, backed the lion. They roared bravely when he clamped tight to the bull's mouth and tore out his tongue. The cheaper seat holders supported the bull. Their pitiless screams were ringing out at the end as their favorite sank his horns into the lion's belly, ripped open his arteries and left him bleeding to death on the fighting-cage floor. As the reward for his work the bull, clawed and tongueless, was dispatched at a local slaughterhouse and sold in the meat markets.



THE ACTION BEGINS WITH THE BULL CHARGING, HOOKING THE LION IN THE CHEST AND LIFTING HIM HIGH. DOWN AGAIN, LION PROMPTLY COUNTERATTACKED

Better Shaves Buse Blades!

because all 3 <u>MENNEN SHAVE CREAMS</u> wilt toughest whiskers extra soft!



Want easier shaves? More comfortable shaves? Closer, long-lasting, more economical shaves?

Then you want one of the 3 great Mennen Shave Creams — Lather, Brushless, or Lather Menthol-Iced. No other shave creams give you such shaving comfort — and this big bonus: they actually make razor blades last longer!

Even the best razor blades get dull quick if they must cut tough, unsoftened whiskers. But the special beardsoftening action of Mennen Shave Creams makes soft work for any blade - keeps blades sharp longer!

PROVE IT-AT OUR RISK!

Buy a tube of Mennen Shave Cream today. Test how many good shaves you get per blade. If you don't get more good shaves per blade with Mennen than you are getting now, mail us the unused portion of the tube — we'll refund your money in full.

THE MENNEN COMPANY, MORRISTOWN, N. J.

MENNEN makes all 3



(Also available in Canada)

Lather Regular 35¢ and 53¢ • Brushless 31¢ and 47¢ • Lather Menthol-Iced® 53¢

MENNEN shave creams FOR MEN

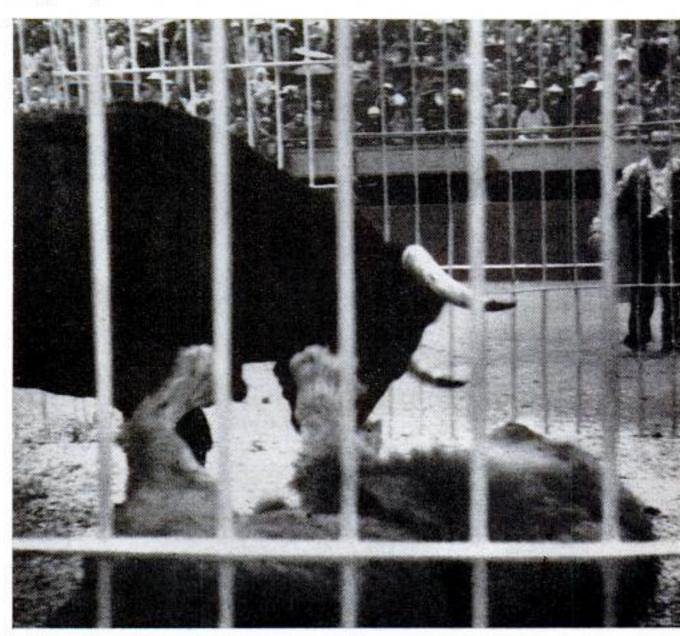
Brutal Spectacle CONTINUED



SAVAGE CLIMAX of battle comes after five minutes of mauling when bull, having pulled free of lion's grip, charges with a hooking motion of the horns.



HIGH IN THE AIR on the prongs of his bleeding enemy, lion is helpless. Larger cage and more maneuvering room would have given him better chance.

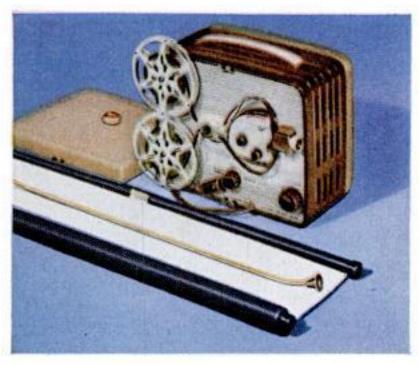


VICTOR'S GREAT MOMENT comes as mutilated bull stands panting over his fallen foe. This was an upset victory, for lions usually triumph over bulls.



Cost? A single roll of 8mm. color film makes 30 to 40 average-length scenes . . . costs only \$3.75 including processing!

Ease? With the Brownie Movie Camera, home movies are simple as snapshots. But get the whole story for yourself from your Kodak dealer.



"Brownie" movies start to finish! Brownie Movie Projector shows all 8mm. movies crisp, bright . . . stills, reverse action, too! Only \$62. Brownie Projection Screen . . . beaded . . . a full 30 inches wide. \$4.50.

Prices subject to change without notice and include Federal Tax where applicable

Movies at snapshot cost! Brownie Movie Camera

Loads easily—no threading. Built-in exposure guide . . . fine, fast f/2.7 lens. Unbeatably low priced at \$37.50. Same camera with superspeed f/1.9 lens, only \$46.75. Either model gives you sharp, clear, full-color movies at the touch of a button. See the "Brownies" soon.

> *Many Kodak dealers offer convenient terms



Eastman Kodak Company, Rochester 4, N. Y. ----

See "Photographic Equipment and Supplies"



"LET'S MAKE MOVIES"_

Free booklet for those who have yet to enjoy personal movies. Spells out home-movie ease and economy . . . helps you decide what camera is best for you, See your dealeror mail coupon to Kodak.



Dept. 6: Please send me my free copy of "Let's Make Movies." I do □ do not □ own a movie camera (please check one)

Name.

Street. Zone____ _State__ City_

-a trade-mark since 1888

Outdoors or in-wherever food





every need. So pucker up and pick

your favorite pickle from Heinz 21

delicious kinds at your grocer's.

Heat-beating appetizer!

Quick, Cool, Cooking Ideas For Hot Days!





• Cut small Vienna sausages in half, lengthwise. Spread insides with Heinz Prepared Mustard (Yellow or Brown). Insert thin slices of Heinz Dill Pickle. Cut crosswise and fasten with toothpicks.

Solo lunches fixed in a jiffy!





• Put contents of a snack-size tin of Heinz Oven-Baked Beans in saucepan. Add slivers of leftover cooked ham, 2 Tbs. Heinz Tomato Ketchup, 1½ tsp. Heinz India Relish. Heat. Good and filling!

Barbecue sauce...m-m-m!



CUCUMBER PICKLE



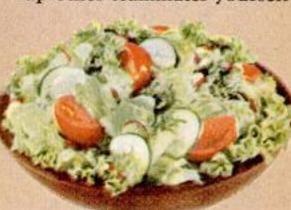
• Try this easy, spicy sauce next time you barbecue beef, hamburgers or frankfurters: Combine equal parts Heinz Chili Sauce and Heinz Sweet Relish. Add a few drops of Tabasco Sauce.

What soup...what salad!

 Soup and salad make the perfect summer meal especially when imaginatively paired. Serve Heinz Cream of Tomato Soup with a chef's salad; Heinz

Gumbo Creole with chicken salad; Heinz Cream of Celery with shrimp salad; and dream up other teammates yourself!





FREE! New 32-page recipe booklet to make outdoor cooking more fun. For your copy, write H. J. Heinz Co., Dept. L, Pittsburgh 30.



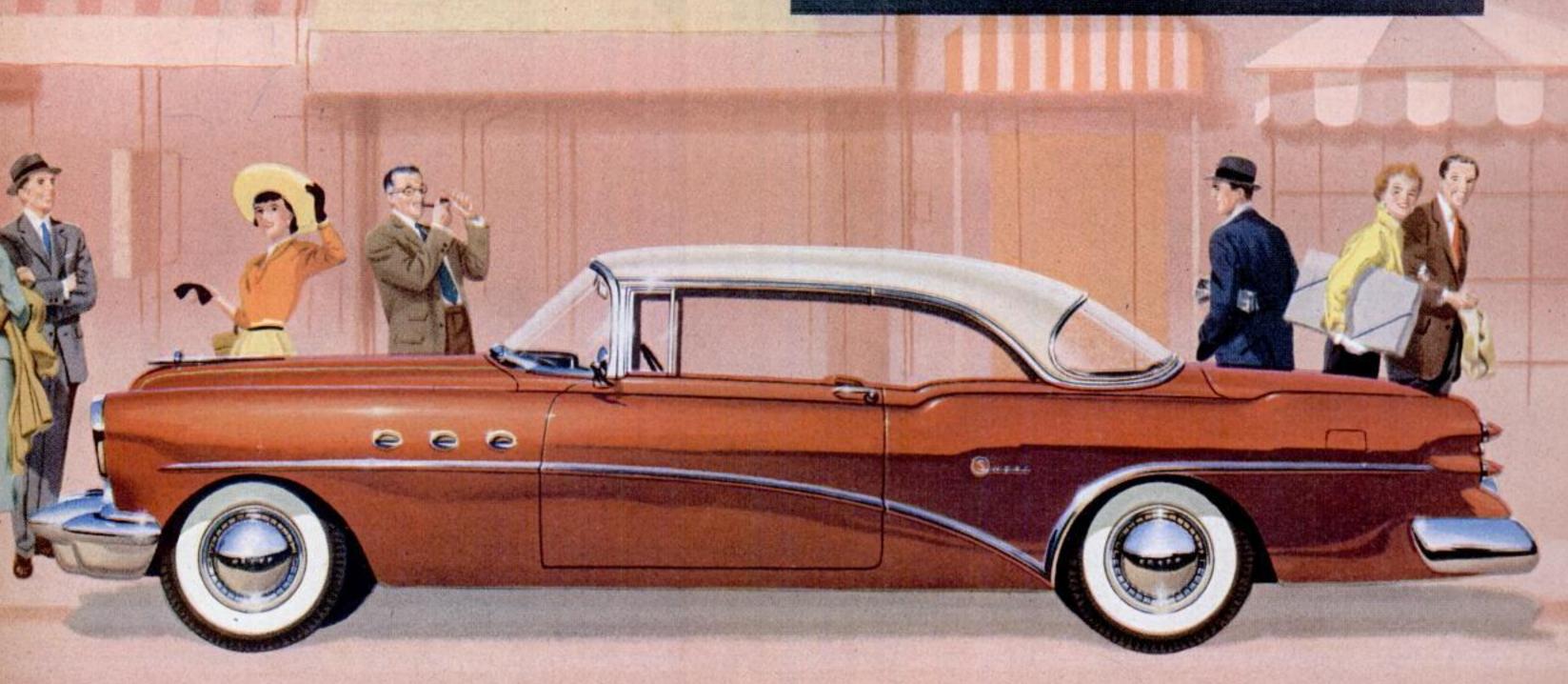


You Know It's Good Because It's Heinz!

Eye Stopper from any angle

-and a stepper that's setting new sales records





We'll leave it to you, because you can tell best.

Haven't you been aware how the new Buicks catch your eye, whether they're curbside, oncoming, or just sweeping by?

Haven't you noticed how these long, low beauties seem to take your gaze and hold it—even from a good distance away?

That, folks tell us, is the happy magic of what appears to be the hottest styling of the times . . .

The gleaming grace of a front-end design that's distinctive as handwriting . . .

The high, broad rear-end contouring that looks like wings going away . . .

The gorgeous sweep of a wonderful new windshield that now patterns what other cars must surely follow in the years ahead.

But with all the sports-car looks and lines of these

tomorrow-styled Buicks, room and comfort and brawn and power are also here—and all in good measure.

Big room. And the solid comfort of the famed Million Dollar Ride. And the ample solidity of Buick structure. And the highest horsepowers, Series for Series, in all Buick history.

So is it any wonder that Buick sales are soaring today?

Is it any wonder that Buick now outsells all other cars in America except two of the so-called "lowprice three"?

You owe it to yourself to look into this phenomenal Buick success.

You'll find smart styling. You'll find great performance. And you'll find prices starting near the lowest—prices that prove: If you can afford any new car you can afford a Buick.

Drop in and see us soon - this week, for sure.

Latest figures for the first five months of 1954 show Buick now outselling all other cars in America—regardless of price class—except two of the so-called "low-price"

three." Better look into Buick if you want the

beauty and the buy of the year—and the car

that "puts you way ahead at trade-in-time."

BUICK the Beautiful Buy

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

SEE YOUR BUICK DEALER

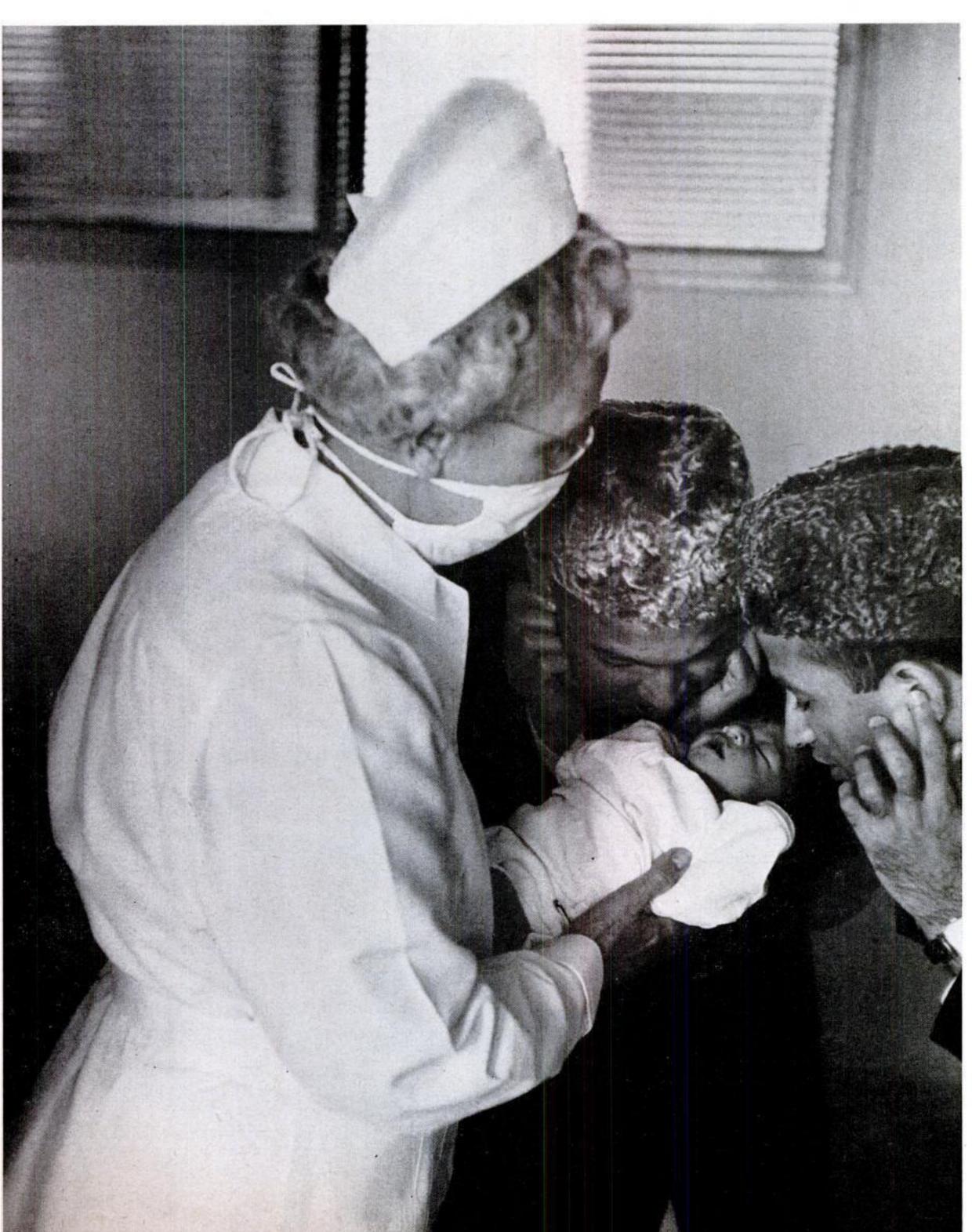
A Gift of Allah

MOSLEMS IN CANADA GREET BABY

Normally the diplomatic corps in a foreign city tries to conform to the customs of the country and so, normally, the Pakistani representatives in Ottawa follow Canadian ways more than their own. But diplomatic rules went by the boards recently when a Pakistani baby was born in Ottawa, calling for special religious ceremony and a celebration Moslem style.

The baby, a 6-pound 3-ounce girl, was born to Mrs. Mohammed Imdadullah, whose husband works in the Pakistani high commissioner's office. The morning after the birth the husband appeared at the hospital with two friends, all in native dress. The hospital had relaxed its usually austere rules to permit the new baby to be brought from its nursery into the corridor. There the two friends leaned over her (below) and began the symbolic ritual which expresses the meaning of life for every Moslem.

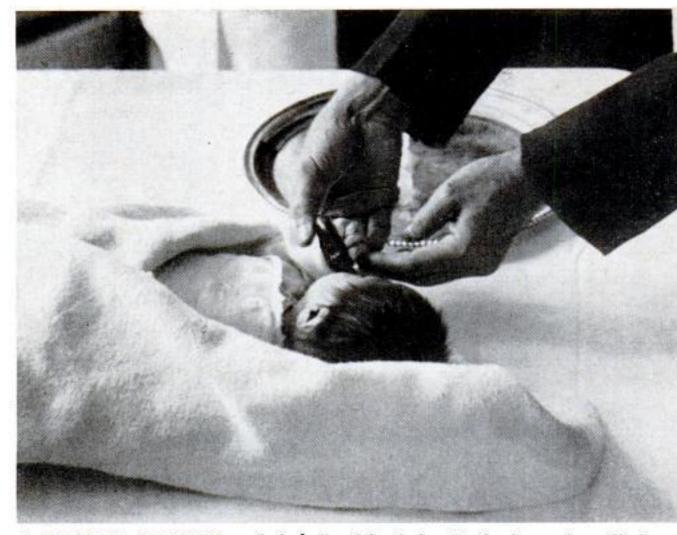




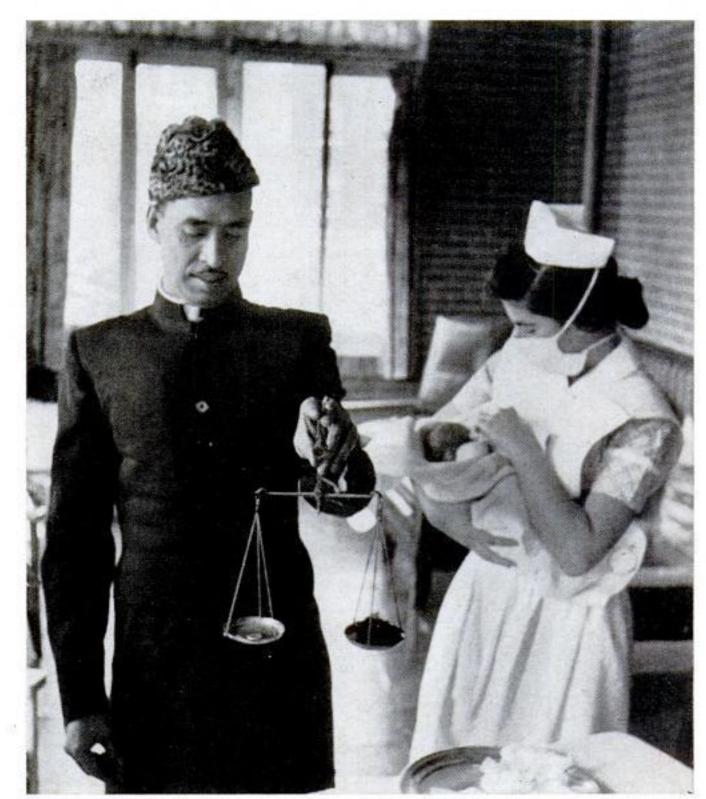
FIRST VIEW of his new daughter in nursery brings a beam to father's face. At home preparing curry for his other two children when he heard news, Mr. Imdadullah sank to knees and recited nafal shukrana (prayer of thanksgiving).

CALL TO PRAYER is whispered by two family friends into baby's ears so that a Moslem's life can begin with the name and praise of God. Life ends same way, for the same call is whispered into the ears of a dying Moslem.





A DATE IS RUBBED on baby's hand by father in the hope she will always have plenty to eat. Honey is put on her lips to insure a sweet personality.



HAIR IS WEIGHED against coins which are usually given to the poor but in this instance were donated to Red Cross. Baby's whole head was shorn.



HAIR IS BURIED by friends on side of a tulip bed given to the hospital by Queen Juliana of Holland, who gave birth to a baby there during the last war.

CONTINUED ON PAGE 54









THE FLAVOR HAUNTS ME!



Did you ever?

By LITTLE LULU

Ever fumble for a tissue
in the middle of the nightWhen you want one in a hurry
without turning on the light?





Next time, don't let an **ordinary**brand or box defeat you!
Keep **Kleenex*** tissues near your bed—
they pop right up to meet you!

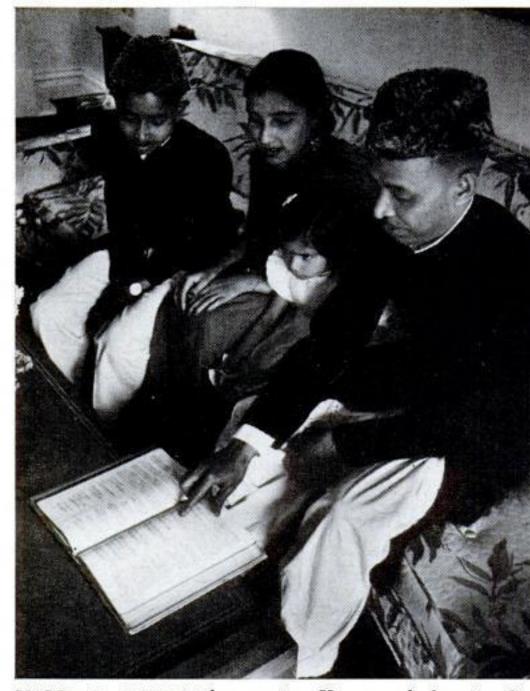
Be thrifty-Buy quality

Buy Kleenex disposable tissues

for extra softness-extra strength



GIFT OF ALLAH CONTINUED



NAME IS PICKED by opening Koran and choosing first letter on page. It was F, so couple decided on name "Firzana."

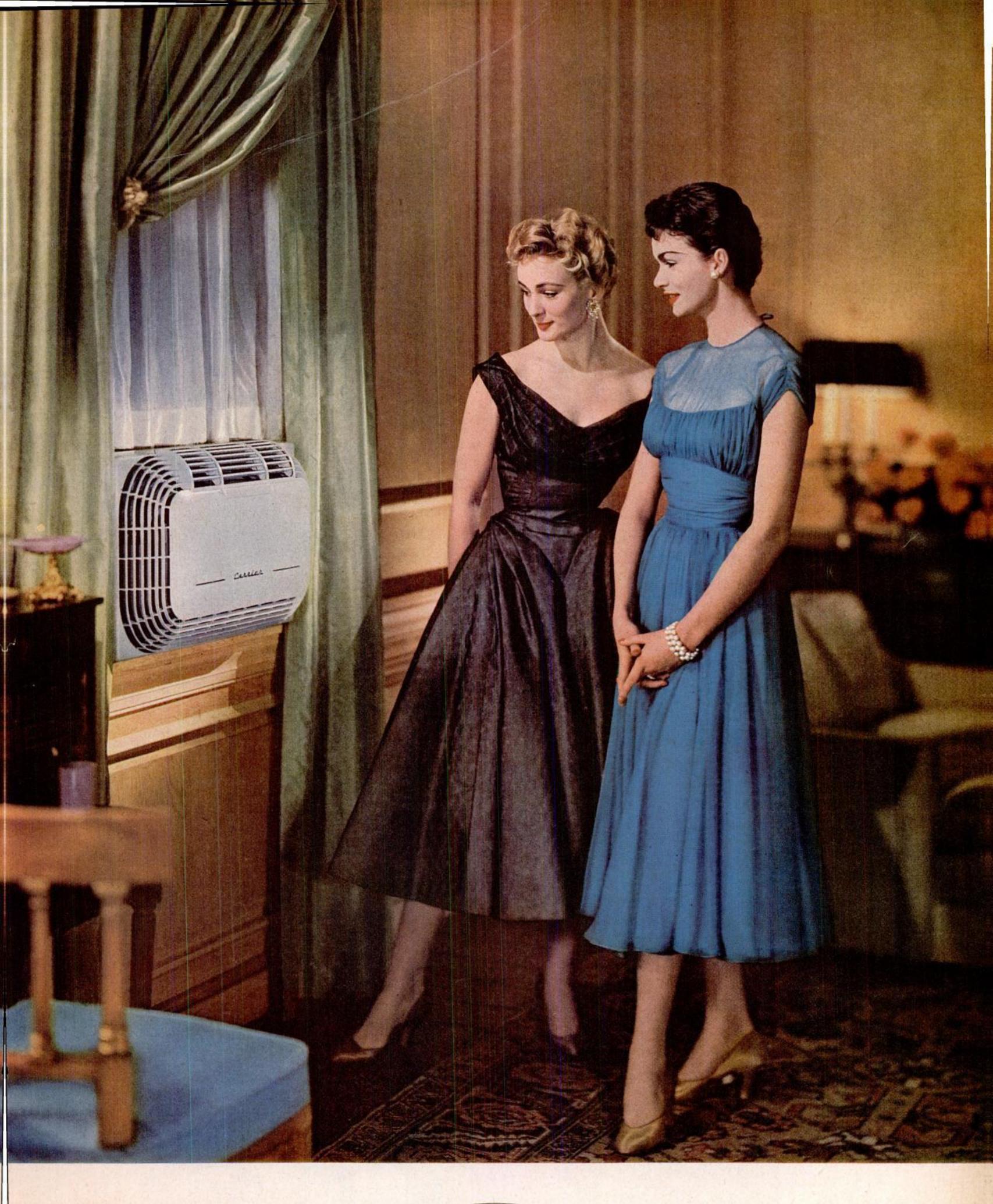


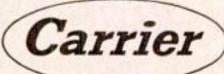
A PARTY IS HELD with diplomatic corps children dancing and tossing yo-yos. Samosa, crescent-shaped pastry stuffed with minced beef, was served.



MOTHER IS HONORED as she is carried with sword held over her head to indicate no evil will be allowed to touch her.



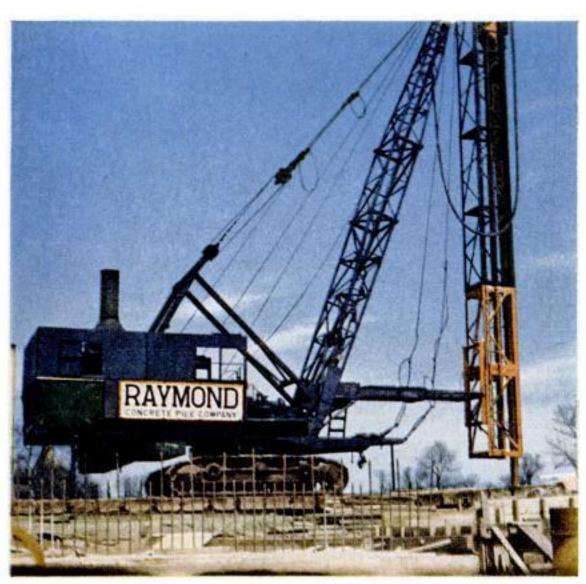




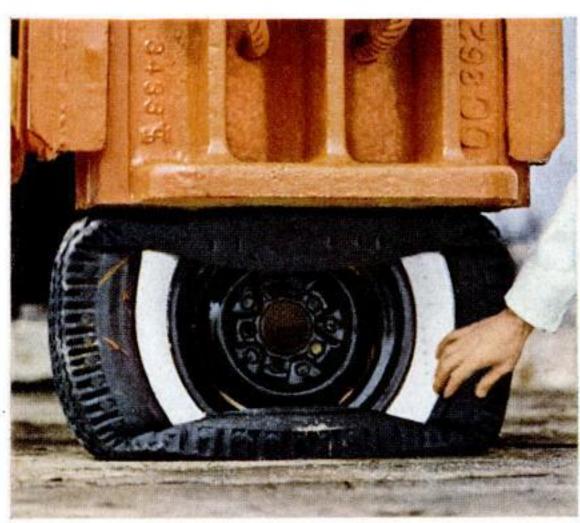
THE NEW SILHOUETTE (Carrier) ROOM AIR CONDITIONER

BUILT BY THE PEOPLE WHO KNOW AIR CONDITIONING BEST. CARRIER CORPORATION, SYRACUSE, NEW YORK

PILE DRIVER CRUMPLES STEEL IN 3-T ALL-NYLON COI



This seventy-ton pile driver is normally used to pound heavy pilings deep into the ground—sometimes through layers of rock. Watch now as it's used to test the strength of Goodyear's new All-Nylon Cord Super-Cushion.



Wham! Wham! Three times this 5,000-pound ram drove down with 15,000 foot-pounds of energy per blow, and our tire is still inflated. But the steel wheel is buckling. Let's find out how tough this tire really is. "Pour it on!"



Recognize this mess? If you've guessed that it's our tire—you're right!
But if you think this tire is "through"—you're wrong. The Goodyear
3-T all-Nylon cord construction gives this tire miracle strength.

MORE PEOPLE RIDE
ON GOODYEAR TIRES
THAN ON ANY OTHER KIND!

GDDDD

See TV's Great Dramatic Show, "The Goodyear TV Playhouse," Alternate Sunday Evenings

WHEEL! NOT A CORD BROKEN RD SUPER-CUSHION!





Look at the steel wheel and rim—it's absolutely crushed. Now what about the tire? It was carefully examined, inside and out. And the incredible fact is that not one broken cord was found!



The same tire—mounted on a new steel wheel—was driven away! This extra strength means extra safety for you and your family. If you're not riding on All-Nylon Cord Super-Cushions now, see your Goodyear dealer today!



This new tread has 1806 inches of nonskid edges,

This new tread has 1806 inches of nonskid edges, 880 deep-cut stop-notches for 15% greater skid resistance. You'll get quicker, safer stops, better skid protection. You'll get up to 12% more mileage, too.

There's a big difference in Nylon cord! Only Goodyear has Triple-Tempered 3-T Nylon!

Nylon is the best tire cord—if the stretch can be controlled! But, unless properly pre-conditioned, Nylon stretches under tension.

To control this stretch, Goodyear developed an exclusive triple-tempering process involving Tension, Temperature and Time. The result—Goodyear's exclusive Triple-Tempered 3-T Nylon Cord.

Only Goodyear produces a Nylon cord that is fully controlled at its point of maximum strength and resiliency. Be sure your Nylon cord tires are made with miracle strength 3-T Nylon cord—and that means Goodyear. Goodyear, Akron 16, Ohio.



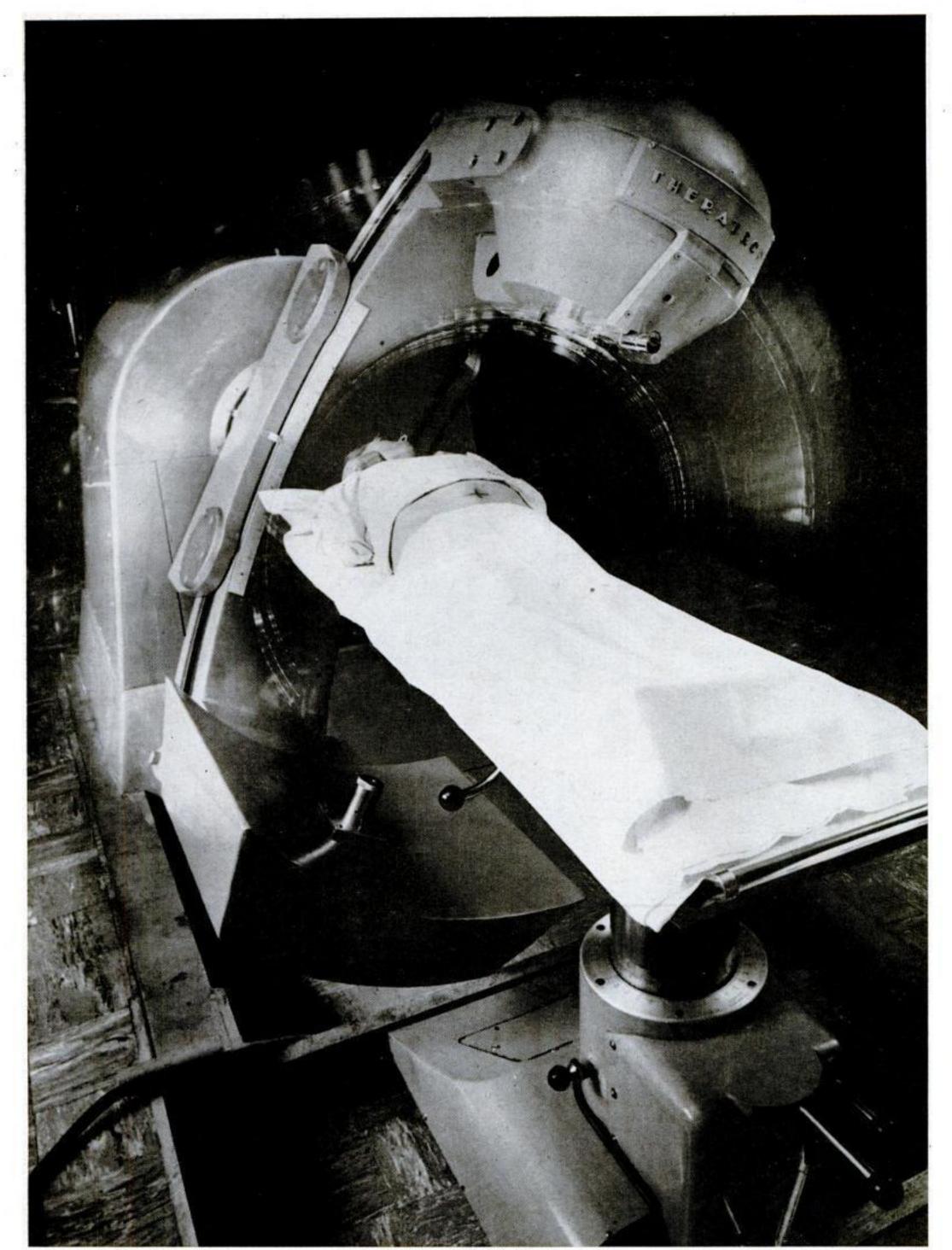
Super-Cushion, T. M .-- The Goodyear Tire & Rubber Company, Akron, Ohio

Golden Flavor

makes Milwaukee's finest beer even finer!

MILWAUKEE Blatz Beer





JAWS OF RADIATION MACHINE SPIN SLOWLY AROUND BODY OF CANCER PATIENT AT FRANCIS DELAFIELD HOSPITAL

WHIRLING JAWS TREAT CANCER

Theratron attacks tumors by swinging radioactive cobalt around patient

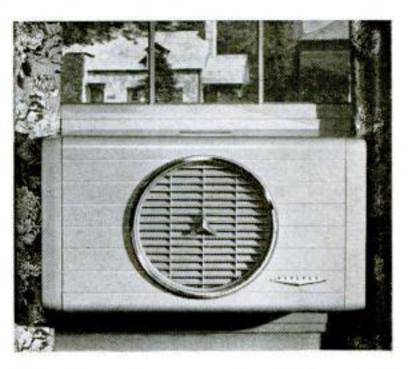
For decades scientists have been devising strange radiation machines for treating cancer patients, including colossal atom-smashers ("25 Million-Volt Cancer Treatment," Life, Sept. 5, 1949) and whirling chairs in which the patients turned as if on a spit ("X-Ray Barbecue," Life, April 17, 1950). Now radiation-machine design has reached an apex in a sleek, 16,000-pound monster called the Theratron, evolved by physicists of New York's Francis Delafield Hospital and Atomic Energy of Canada, Ltd.

A cancer patient is placed on a platform in the Theratron's mouth. As he lies motionless, two giant jaws slowly revolve around him. On one jaw hangs a 3,000-pound lead-lined bucket holding one ounce of radioactive cobalt. On the other is a massive lead counterweight that absorbs stray rays. As the jaws turn, gamma rays enter his body from all sides, focusing a 1.3 million-electron-volt beam on the tumor without damaging healthy tissues near the surface.

The Theratron is no cancer panacea, since only patients with certain types of cancer can be cured or helped by radiation. But its revolving jaws, compact size and relatively low cost (about \$75,000) make it one of the most useful cancer weapons ever devised.

CONTINUED ON NEXT PAGE

MOST POWERFUL ROOM AIR CONDITIONER[†]



The 1954 Fedders is beautiful outside ...powerful inside, proved in tests more powerful than many other room air conditioners! Fedders exclusive V-type evaporators give you 33% more cooling area...greater reserve capacity for hot, muggy days. Greater filtering and air-cleaning area. And you get greater dehumidifying power, too. Be sure you look "under the hood" when you buy a room air conditioner. Look at powerful Fedders!

FEDDERS gives you PUSH BUTTON WEATHER



Fedders makes you the boss of all this cooling power. Exclusive Built-In Weather Bureau gives you the cool, clean

weather you want at the touch of a button. Lets you ventilate, whisk away stale, smoky air . . . both independently of cooling. Rotatable Grille sends air in any direction. Exclusive new Reverse Cycle Heat Pump* switches from cool to heat to cool automatically to maintain the temperature you set. See Fedders in action—best engineered room air conditioner on the market. Also sold throughout Canada.

*Extra cost on 3/4-ton Deluxe and 1-ton Window Models.

† Based on our continuing laboratory tests of six leading brands.

1954 FEDDERS



Fedders-Quigan Corp., Dept. 19-A Buffalo, N. Y.

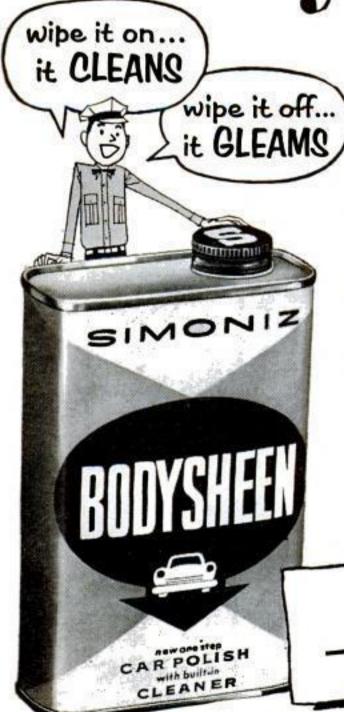
Please send me books checked on how I can sleep, work, live better with a Fedders.

"Champion of your personal comfort"

| in How to sleep co | ooi when it s not |
|--------------------|-------------------|
| Name | |
| Address | |
| | |



Now! No need to wash your car!



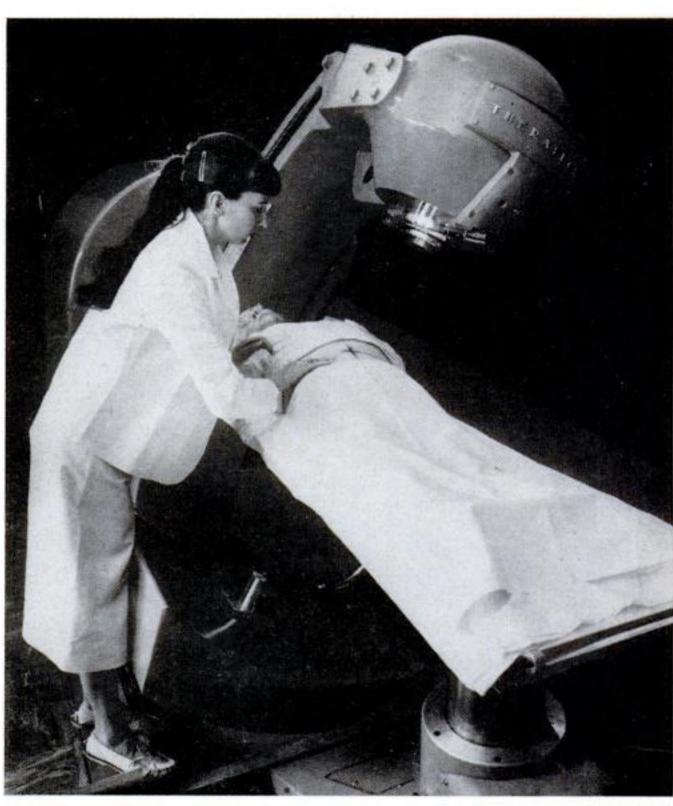
BODYSHEEN—new Simoniz one step polish <u>locks out</u> rain and dirt...<u>locks in</u> color and shine!

Now you can clean and polish your car easier and faster than ever before—because BODYSHEEN makes car-washing unnecessary*! Just wipe it on. Let it dry, then wipe it off... off comes dirt, tree sap, road grime, traffic smudge. BODYSHEEN has its own built-in cleaner. In one simple step it cleans better than washing—shines quicker and brighter than any polish alone. And BODYSHEEN weatherproofs the finish... LOCKS OUT rain and dirt—LOCKS IN the color and shine for months. Stops water spotting too! BODYSHEEN is the finest car polish money can buy! Get BODYSHEEN today.

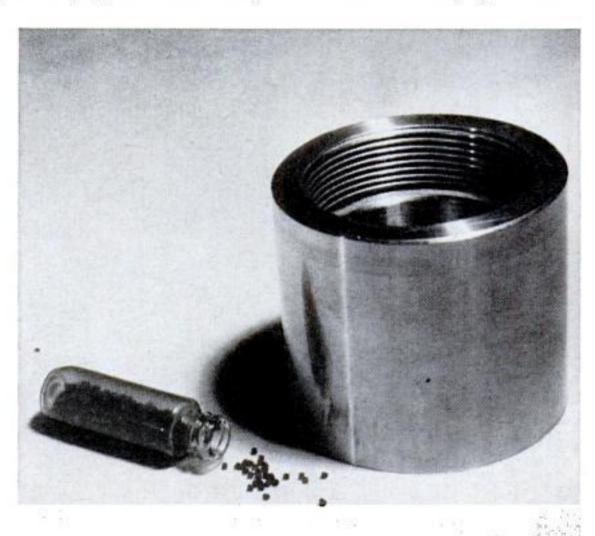
*If car is exceptionally dirty, remove heavy layers of gritty dirt with clear water.

Big 16 oz. can only 98¢
—and you get SIMONIZ quality

Copyright 1954 by Simoniz Company



PATIENT'S POSITION is checked by lining up cross painted on skin with larger cross projected from ceiling. When crosses match, rays will hit cancer.



COBALT PELLETS, pinhead size, lie by container that holds them in Theratron. They are made radioactive in an atomic pile.



THERATRON CONTROL ROOM is protected from rays by 21 inches of concrete. Patient can be seen through thick glass, talked to on intercom set.



SEE WHAT A G-E UPRIGHT FREEZER WILL DO FOR YOUR FAMILY



Save on food bills!

Many G-E Freezer owners say they save \$120 and more each year on food bills by buying foods in season when prices are low.



Shop only when you want to!

With a G-E Freezer you can avoid bad-weather shopping trips altogether. And—you'll find you shop far less often.



All meals are easier to prepare!

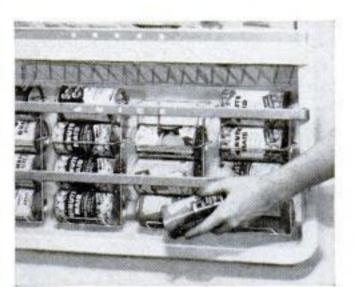
Your G-E Food Freezer saves you time and energy—lets you live so much better. And there's no last-minute preparation of food.



So very dependable, too! Every G-E Freezer has the same type of sealed-in refrigerating mechanism that has kept 3,500,000 G-E Refrigerators operating so efficiently for periods of 10 years or longer. General Electric Company, Appliance Park, Louisville, Ky.

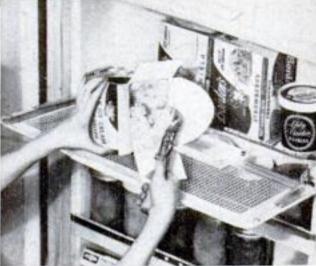
WEEKLY

Only General Electric gives you all these new, exciting conveniences and fingertip advantages!



Fruit juice at your fingertips!

New frozen juice dispenser keeps 16 cans of frozen fruit juice within easy reach.



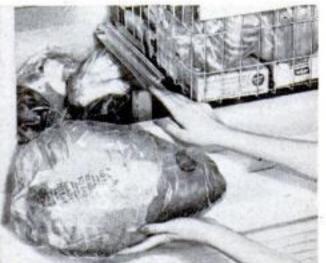
Ice cream ready for serving!

Special Ice Cream Conditioner keeps a gallon and a half of ice cream at scooping temperature.



Handy, sliding shelves!

Adjustable, sliding shelves glide out, making it easier to reach things at back of freezer.



A place for bulky packages!

A hidden Stor-well at the bottom of the freezer holds bulky items such as hams and turkeys.

*After small down payment. See your G-E dealer for exact terms. Prices and specifications subject to change without notice. Choose from a complete line of upright and chest models.





PLAIN COTTON GLOVES COME WITH ANY ONE OF SIX PATTERNS TO BE SEWN. WOOL, PATTERN, GLOVES AND NEEDLE ARE IN KIT BELOW (BETSY BOSS, \$1.95)

Fashion in Packages

DO-IT-YOURSELF KITS MAKE STYLE CHEAP AND EASY

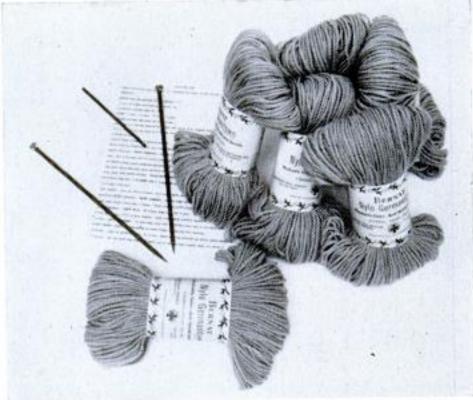
Do-it-yourself kits, which have helped millions of unhandy U.S. householders furnish or furbish their homes, are now being put out to help women adorn themselves fashionably and inexpensively. Main appeal of the new packaged fashions is less to the veteran sewer or knitter than to millions of women who wouldn't know where to begin to decorate gloves or make a wrap. The finished products cost much less than they would ready made, most of them less than half.

On these pages are four new do-it-yourself kits and their finished products. Each kit contains every ingredient for the finished item, even to matching thread or proper size knitting needles, plus painstakingly simple directions. Each will turn out an up-to-the-minute style from decorated gloves to Chanel-type multicolored beads. Production time varies from two hours for the squaw dress (next page) to 33 hours for the sweater wrap. The gloves above take an hour and a half.

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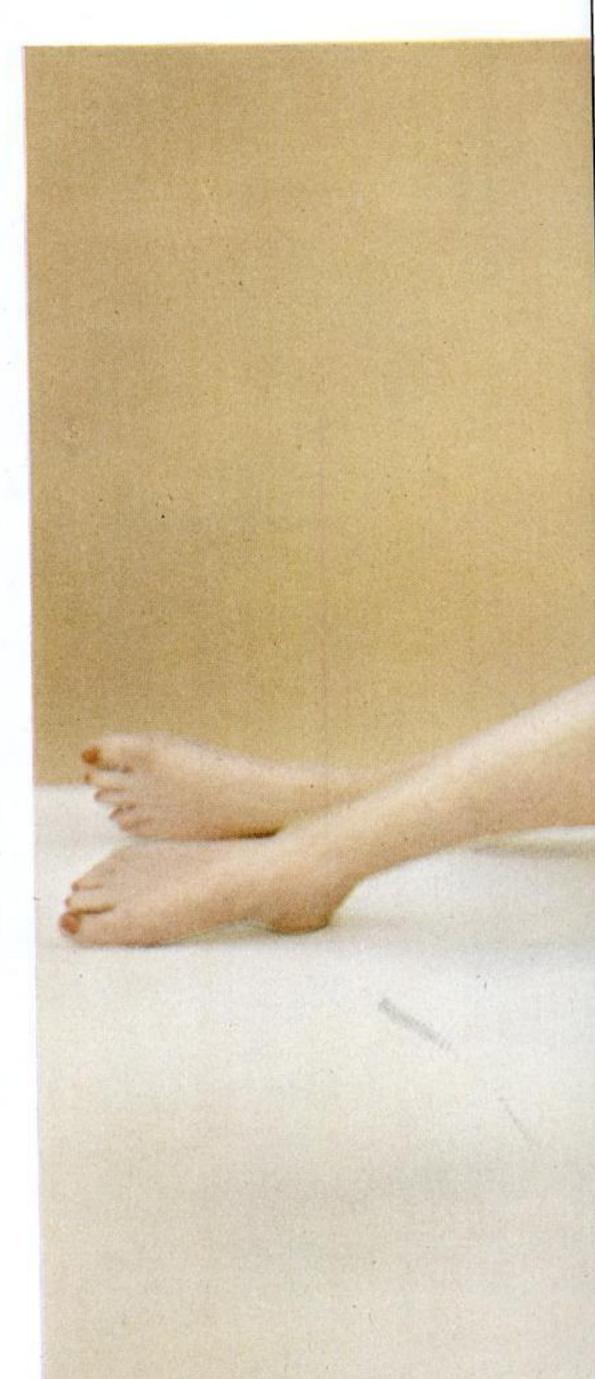


SHORT WRAP

Sweater with oversized cuffs and collar uses 12 ounces of wool which comes with No. 10 needles in plastic bag (left). Bag has drawstring closing, can be used as a knitting bag. Wrap, which can be made in 33 hours, is lightweight, of 50% wool, 50% nylon, but gives a stylish, bulky look (Gimbels, \$5.85).

THE SQUAW DRESS

Four yards of pleated cotton, which can be machine washed, needs no ironing, make this dress (below) in any size. In package (right) is bias tape for drawstring waist and shoulders, a canvas-lined matching belt adjustable to size, two spools of thread, instructions printed on paper doll (Crown Fabrics, \$6.50).



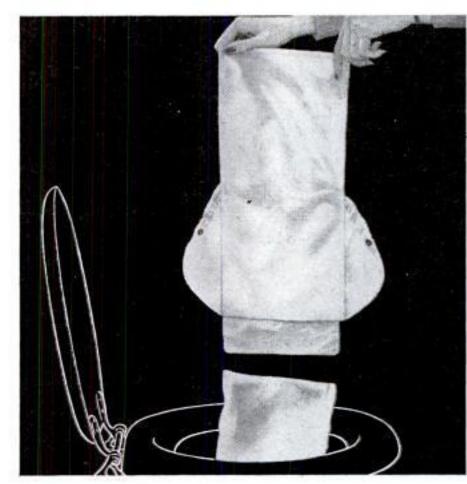






Sensational New Flushaway* Diapering Method PLAYTEX DRYPER

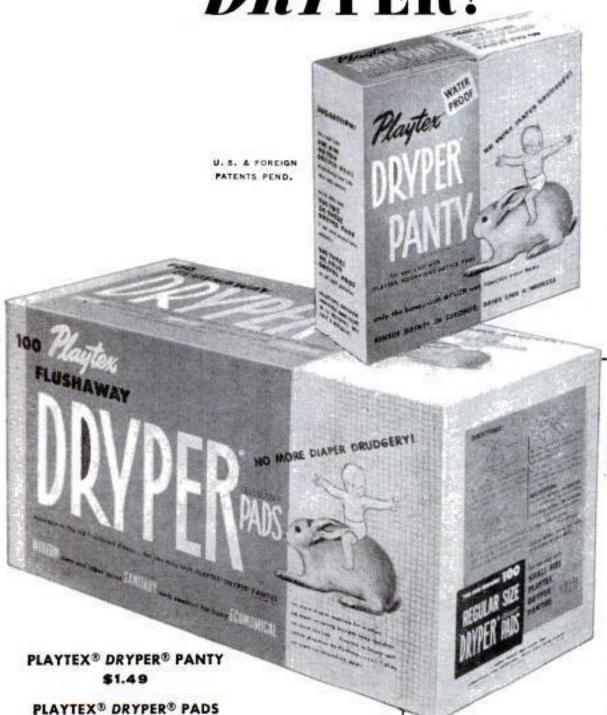
- 1. Flushaway pad inside waterproof panty.
- 2. Sanitary. Uses snow-white pad only once.
- 3. Flushes away easily—just like tissue.
- 4. Hot weather comfort for baby. Helps prevent diaper rash.
- 5. Safer, healthier, easier, economical.





1. Shake out used *Dryper* pad. Flush away. Rinse panty. You never even touch pad. 2. Place fresh *Dryper* pad of super-absorbent cellulon under cloud-soft nylon web of another clean *Dryper* panty. 3. A happy, dry, *Dryper* baby—yours!

QUICK_FROM WET TO DRYPER!



box of 100 \$1.29 and \$1.49

Prices slightly higher in Canada

Accurately sized

by baby's weight.

SPECIAL OFFER

AT YOUR FAVORITE STORE
WHILE THEY LAST



WHEN YOU BUY ONE PAIR OF DRYPER PANTS AND ONE BOX OF PADS

Offer void outside Continental U.S.A. and in States where prohibited by law.

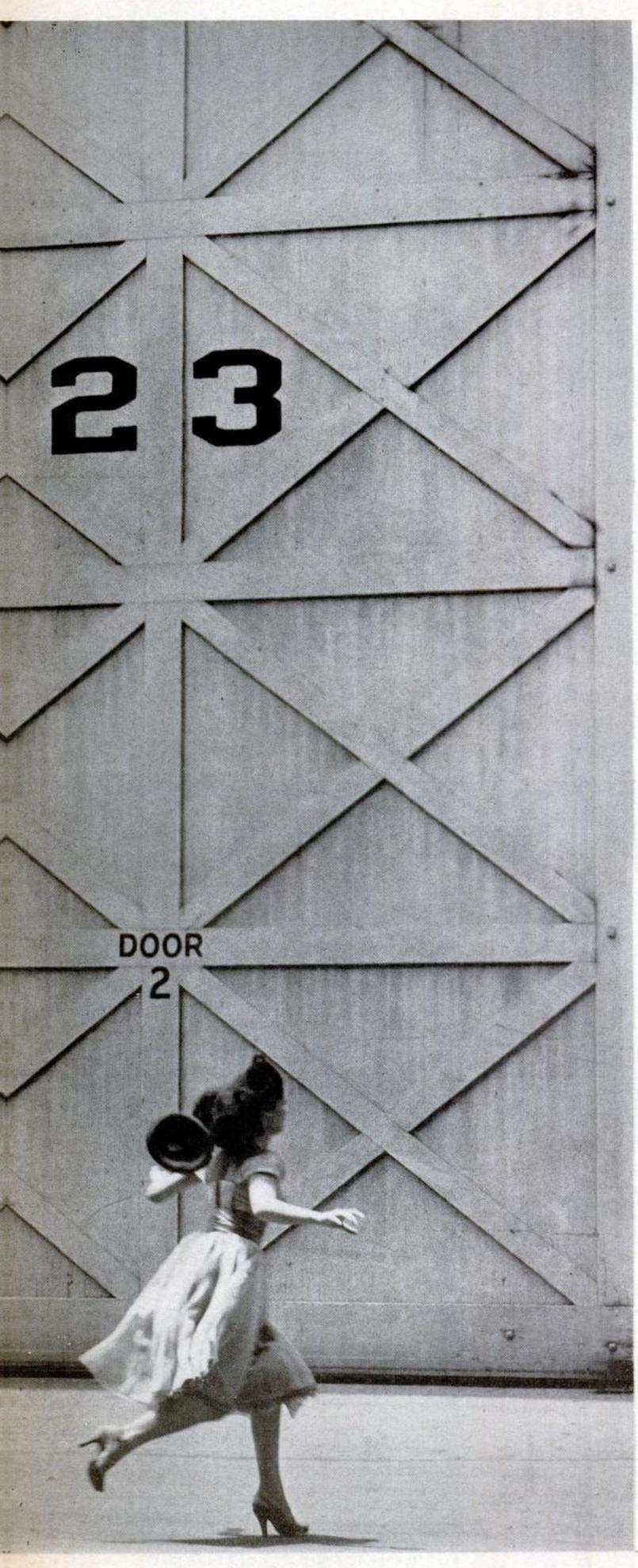
Upper pouch holds other Playtex baby needs. Lower pouch holds 25 Dryper pads and extra Dryper panty.

HANDY TRAVEL-PAK

Washable polyethylene. Strong. Transparent.

Dimensions: Closed—9 in. x 10 in. Open—27 in. x 10 in.

*T. M. ©1954 International Latex Corp'n, PLAYTEX PARK, Dover Del. * In Canada: Playtex Ltd., Arnprior, Ontario



A studio wall, high barrier to sight and sound—and freedom







The touch of wind and sun on an enraptured head

FLIGHT OF FANCY

Pier Angeli plays out a dream of escape

Photographed for LIFE by ALLAN GRANT

Ever since her role of the waiflike little war bride in Teresa (Life, March 19, 1951), Italian-born Pier Angeli has been cast in grave, almost sullen, roles. Actually the talented 22-year-old Pier, who was christened Anna Maria Pierangeli, is a gay sprite of as many shimmering moods as Rima the bird-girl of W. H. Hudson's classic Green Mansions, a part she has always wanted to play. When feeling hemmed in by the rigid mechanics of film-making at the M-G-M studio, she loves to escape in her fancy to forests, sunny fields and brooks. So that such flights might not forever remain fanciful, she acts out one of them here and on the cover for Life readers.

Escape at long last in a sunny grove of silver trees

When the TAN you want begins to BURN...



Get RELIEF with

Bactine

BRAND

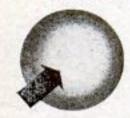
You'll say, "It's wonderful" when you use BACTINE to cool and soothe your sunburn. BACTINE actually relieves pain...takes out the hot, fiery distress of sunburn. Try it! Keep a bottle of wonderful BACTINE within easy reach this summer as effective FIRST AID in dozens of ways!

Use BACTINE also to relieve the itching of mosquito and other insect bites. You and the children will welcome BACTINE too for cuts and scratches, because it doesn't STING. Crystal-clear, not greasy. Doesn't stain skin or clothing.

At all Drug Stores... 3 convenient sizes
MADE BY THE MAKERS OF ALKA-SELTZER



LASTING GERM KILLING ACTION





Actual photograph through microscope showing colonies of staphylococcus aureus germs (gray area). Clear space (arrow) is field where BACTINE was applied. The lasting germ killing action of BACTINE has kept area free of these infection-causing germs for 48 hours.

NOTE TO PHYSICIANS—BACTINE is more than a quaternary. While BACTINE is an active germicide, additional fields of effectiveness make it unique among antiseptics, Write for professional literature containing basic research and clinical data.

MILES LABORATORIES, INC. . ELKHART, INDIANA

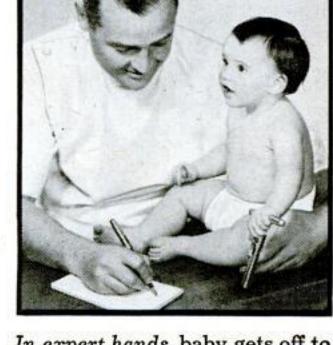


Ecstatic race through ripened wheat, waist high



CONTINUED ON NEXT PAGE

Have fun, darlingwise heads are making sure you grow up strong and healthy!



In expert hands, baby gets off to a good start. Depend on your doctor to help you even with your smallest problem. And to give baby the variety he craves, depend on the four differenttasting Pablum cereals. The exclusive "Handy-Pour" package spout keeps cereal safer, fresher.



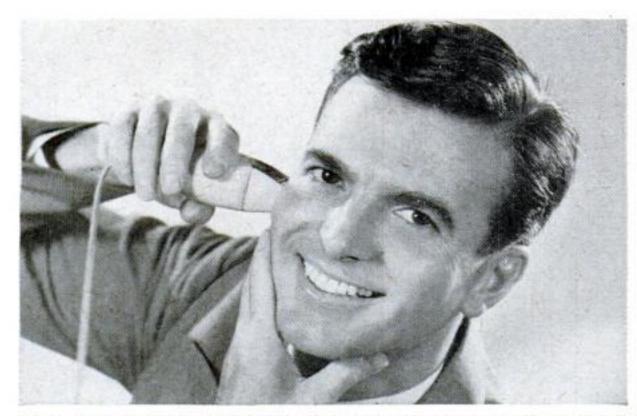
Just see how he thrives on Pablum, the only infant cereal produced by a company specializing in formula, vitamin, cereal, and pharmaceutical products for infants, children and adults. Pablum ... so easy to digest ... high in nutritional values so important through his third year.



4 varieties at your druggists or grocer's

Pablum® is the original pre-cooked cereal made by Mead Johnson & Co. -world famous for nutritional and pharmaceutical products.





Fast, cool electric shaving no matter how hot the weather! That's what thousands of men now enjoy with this wonderful before-shave beard conditioner. Try it yourself—and see why they smile!

In Hot Weather

get top performance from your electric shaver

Even in hot weather you'll get quick and comfortable electric shaving when you use this new before-shave beard conditioner!

Cooling, refreshing Lectric Shave goes on like a lotion, then you shave! Note how it improves performance of your razor, no matter which brand it is. Feel how it speeds up shaving, cuts drag and discomfort—particularly for the skin that is dry and sensitive.

You get this amazing improvement in razor performance because Lectric Shave instantly conditions your face for shaving. It does this with a remarkable three-way "setting-up" action:

- 1. It evaporates sticky, razor-clogging perspiration.
- 2. It lubricates your skin to eliminate "shaver drag" and to allow faster, cooler, more comfortable shaving no matter how hot and sticky the weather.
- 3. It makes your whiskers so soft your shaver can cut them off quickly, cleanly and closely . . . without a "miss" or a burn.

And Lectric Shave is good for your shaver, too! It lubricates the shaver's cutting head for faster, easier action. Helps break in new razors, gives them longer life.

Try Lectric Shave tomorrow. It's available at your nearest drugstore or



"With Lectric Shave, I shave much closer and faster—and get a cooler, more comfortable shave in the bargain," reports F. Ensminger, Jr., Newark, N. J.



"It fills a long-felt need," says W. H. Varley, Newton Centre, Mass. "Lectric Shave makes it possible to get fast, close shaves. There's no irritation, either—even in hot weather."

toilet-goods counter—and it costs less than a penny a shave! Only 59 cents, no U. S. tax, for the 3-oz. bottle enough for 80 shaves.

We want you to give this amazing beard conditioner a thorough trial because we're sure Lectric Shave will make you so much happier with your electric shaver for many a year to come.

That's why we'll send you a generous free sample—enough for a full month of shaving—absolutely free.

Send your name and address to The J. B. Williams Company, Dept. L-6, Glastonbury, Conn. (offer good only in Continental U.S.A.).





The drenching delight of warm rain in a pool



CONTINUED ON NEXT PAGE



Look for this label as a guide in selecting your best buy in matched sets (matching shirt and pants). It identifies Stevens Twist Twill...a fabric with rugged strength for longer life and lasting good looks. Stevens exclusive Delta Finish gives Twist Twill clear colors and a smooth, supple texture. Twist Twill is completely washable...Sanforized for permanent fit...vat dyed for color fastness.

J. P. Stevens & Co., Inc., NEW YORK, N. Y.

Make painting easier around your home ...



Pointers on painting outdoor furniture, doors, shutters, etc. If old paint is good, wash surface and sand lightly. Do hardto-reach parts first (chair legs, door edges, etc.). Don't go back over after paint starts to set. Always...

Use brushes with bristles of Du Pont



You pick up a full load of paint . . . flow it out in a smooth, even coat . . . when your brush has bristles of Du Pont "Tynex" nylon. This means faster, easier, better work on any painting job around your home.

And you'll find that "Tynex" bristles clean easily in any commercial cleaner . . . last up to five times longer than other types of bristles.

Send for free booklet on "How to Choose and Use a Paintbrush Bristled with Du Pont 'Tynex' Nylon." Write: E. I. du Pont de Nemours & Co. (Inc.), Polychemicals Department (L-7), Wilmington, Delaware.

*"Tynex" is Du Pont's new registered trademark for its genuine nylon bristles

Look for TYNEX nylon bristles when you buy brushes



FLIGHT OF FANCY CONTINUED



A final joyous swing from a supple branch



physicians and dentists recommend.

HERE'S WHY'. . . Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

NEW MINTS Medically Proven Quickly RID STOMACH

The very instant they reach of GAS your stomach these new mints go to work-rid your stomach of painful excess acid fast! That's because new BiSoDoL® Mints contain incredibly fast BiSoDoL medication—the kind doctors recommend. Don't suffer acid indigestion, heartburn, gas. And don't rely on candycounter remedies that are over half plain sugar! Feel wonderful fast with new, medically-proven BiSoDaL Mints!





DURKEE'S FAMOUS

to Potato Salad."

As sauce, seasoning or ingredient for dressing-it has the most unique, delicious flavor you ever enjoyed. Take your cue from famous dining places and use Durkee's FAMOUS to pep up your menus. It works magic on: Sea Food, Meats, Poultry, Casseroles, Salads, Cheese Dishes and Sandwiches.

One of Durkee's Famous Foods



This is Mrs. Fay Badal of Chicago, winner of the "Miss Good Morning" Contest sponsored jointly by Kellogg's and the National Restaurant Association. She is the charming counterpart of the waitresses across the nation who serve Kellogg's Quick "K" Breakfast.

"Miss Good Morning"

of 1954 invites you to enjoy KELLOGG'S QUICK "K" BREAKFAST!

A smile and a bright "good morning" are as much a part of friendly restaurant service as the breakfast you enjoy there.

Like the friendly warmth of home, they're a gracious invitation for you to enjoy one of your favorite meals—a favorite like Kellogg's Quick "K" Breakfast. When you do, you'll find it fresh, good, quickly served—with Kellogg's Corn Flakes or with any other Kellogg's cereal.



Here's how Mrs. Badal looks at her daily work serving customers at Henrici's restaurant in Chicago, Illinois. Mrs. Badal was named "Miss Good Morning" at the recent National Restaurant Association Convention in Chicago—winning over thousands of other waitresses on the basis of courtesy, appearance, efficiency and salesmanship.



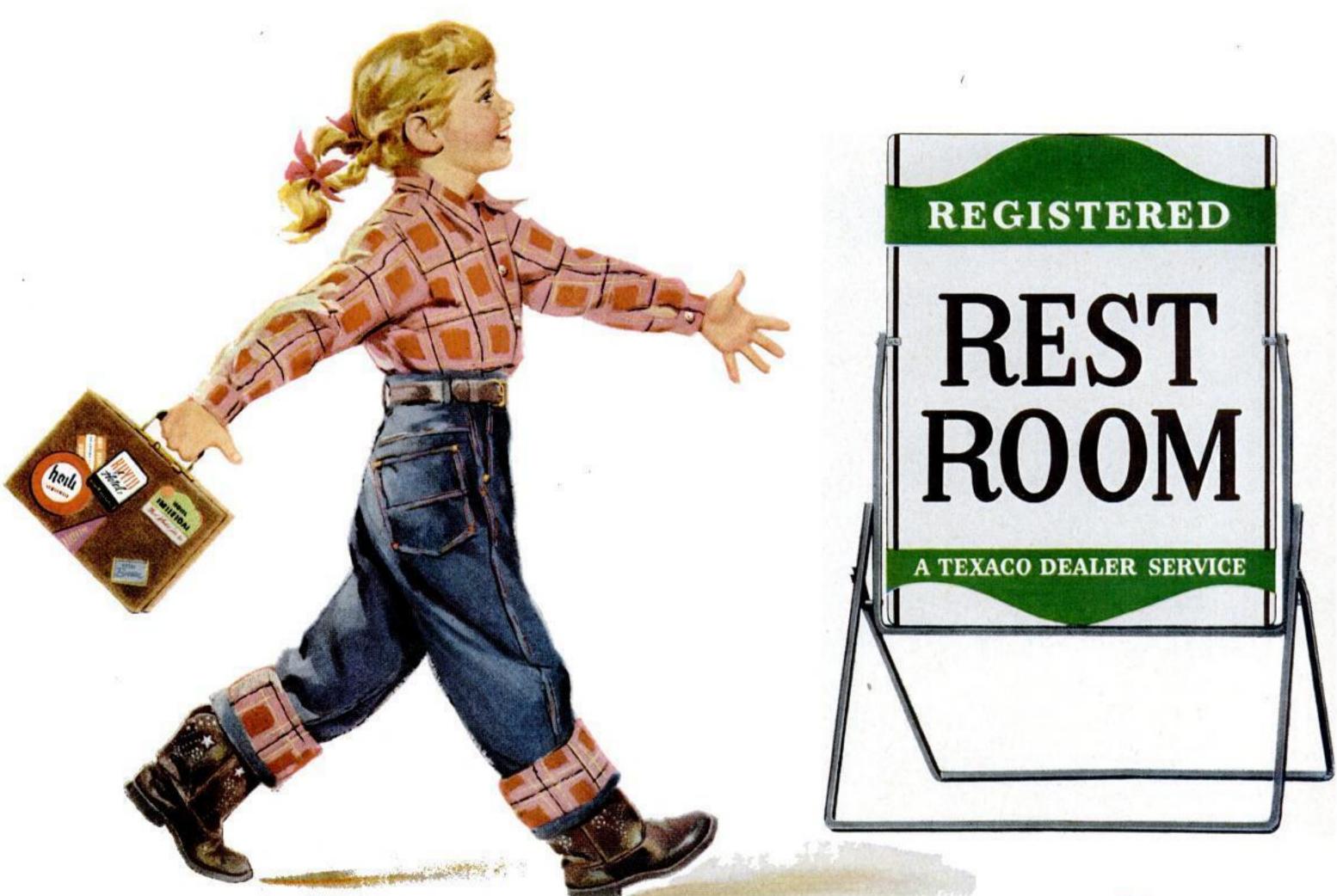


Order your Quick "K" Breakfast with your favorite Kellogg's cereal, where you see these packages on display. They're a sign of a better breakfast at restaurants throughout the country.



THE GREATEST NAME
IN CEREALS
Copyrighted material

SMART TRAVELER!





This young lady,
just like her Mom and Dad,
knows that the green and white
Registered Rest Room sign out in front
of a Texaco service station means
this is the best place to stop.
A place that's always nice and neat
and clean. She can count on that
and so can the millions of other
highway travelers in all 48 states.
Registered Rest Rooms are another
Texaco Dealer service for you and
all of America's motoring families.

THE TEXAS COMPANY

SUMMER FUN with Gren Nach

HE WRITES POPULAR JUNGLE JINGLE, DREAMS UP POETIC QUIZ SHOW

This summer Ogden Nash's many fans can enjoy him in two rare roles: as a popular song writer and as originator of a new TV quiz program (p. 78). Nash has written some Broadway show lyrics in the past but his first "pop" song is Bunch of Bananas, with music by Dick Manning. The song recounts, calypso style, the tribulations of the

Ernest Hemingways when their plane crashed in Africa and they were forced to subsist mainly on liquor and bananas. It is sung on a Columbia record by another noted married couple (below). Bananas has been banned on CBS networks for mentioning gin, just as Rum and Coca-Cola was banned years ago for its alcoholic reference.



JOSE FERRER WITH WIFE, ROSEMARY CLOONEY, SING NASH SONG MADE UP AS MR. AND MRS. HEMINGWAY IN DEEP JUNGLE

A BUNCH OF BANANAS

A bunch of bananas and a bottle of jeen, Keeps the hunger out and the happiness een, I got a bunch of bananas and a bottle of jeen— My luck she is running very good.

I fly over jungle and my aeroplane boil,
Got no gasolene and I run out of oil.
So then I fill up the tank with jeen and banana oil.
My luck she is running very good!

I land in the jungle by the teeth of my skeen....
Big gorilla walk up to me and talk very mean.
He put up his mitts and I sock him on the cheen.
Then gorilla and me, we begin the beguine
With a bunch of bananas and a bottle of jeen.

A bunch of bananas and a bottle of jeen Make the crazy sandwich full with vitameen. Outside you put the bananas and the jeen in between,— My luck she is running very good.

Today I meet tiger, he is hungry for meal, So I feed him jeen to obtain his good weel, Then when he chase me he slip on the banana peel, My luck she is running very good.

On Congo I meet the pretty cannibal queen. . . . She propose poker game to pass the time in between, She promise she make me her king if I ween, If I lose I wind up in her big soup tureen With a bunch of bananas and a bottle of jeen.

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Hardworking Mrs. Marilyn Bridgman of Watermill, New York has discovered that only Jergens Lotion gives her hands the care they need. She says:

"I scour 4500 pots and pans a year...but I avoid detergent hands with Jergens Lotion!"



Detergents are wonderful-but they could have ruined Marilyn's pretty hands. Yet her hands are soft and lovely still. Why?



No other lotion works faster, or penetrates deeper. Lovelier hands at once! Jergens never leaves a sticky film (as many others do).



Jergens Lotion! This famous formula has been continuously *improved* for fifty years to help heal chapped red hands instantly!



Contains two softening ingredients doctors have used for years. Yet, you pay less for Jergens, the world's favorite hand care.

Use Jergens Lotion-avoid detergent hands

OGDEN NASH CONTINUED



NASH ASKS A CONUNDRUM IN VERSE

RHYMED RIDDLES FOR TV

As the nation's most ingenious rhymer, Nash has concocted a new TV show, Riddle in Rhyme, which is being auditioned for possible fall showing. He reads his own rhymed riddles to a panel of four riddleguessers (p. 80). If they fail on their first guess or get on the wrong track with questions, they themselves must henceforth speak only in rhyme. Printed here are six sample riddles. Answers are on next page.

This fictional garment Belonged to a varmint Whose deed was so shameless That he's always been nameless. One boisterous night It plunged out of sight Amid milk and potatoes-But I hope not tomatoes.

II

Some people die of too much arsenic, Some people die of too much gin; My subject, who was not really a subject, Died of three-sevenths of an aspirin.

Ш

My feet got calluses Walking tip-toe in palaces. I didn't care where the food was, I made for the boudoirs. This resulted in memoirs, And what memoirs them was!

IV

I'm partly Jack Webb, but not as quiet, A dragnet would upset my diet. My voice is as raucous As a senate caucus. When I breakfasts or sups I bottoms ups.



GETTING HINT from Abner Dean, a fellow panel member, Fave Emerson learns to ask questions in rhyme. Scared at first, she soon found rhyming fun.

CONTINUED ON PAGE 80



many of these people need a doctor?

All of them!

Most of them are feeling fine and want to stay that way. And that's exactly why they need a doctor. For the surest way to *stay* healthy is to get in the habit of consulting a doctor regularly.

A prompt report to your doctor of any real change in your physical condition may allow him to halt a disease before it becomes serious. A regular medical check-up may detect some illness before you are aware of it.

Copyright 1954-Parke, Davis & Company

And in treating and consulting with you through the years, your doctor builds valuable records on your physical assets and liabilities. He gets to know your emotional make-up. He can do more for you when he has an intimate understanding of you as a person.

Through your doctor you can take advantage of the vast resources of medical science and recent advances in treatment of many conditions.

Perhaps, at the moment, you don't have a family

physician. If not, start making inquiries now — don't wait for an emergency to force you into a frantic search for a doctor.

You may wish to consider several doctors before you pick the one who is "right" for you. Once you have made your selection, give him your complete confidence, as you would any other trusted member of your family circle. Remember, your doctor is the best "preventive medicine" your family can have.

PARKE, DAVIS & COMPANY

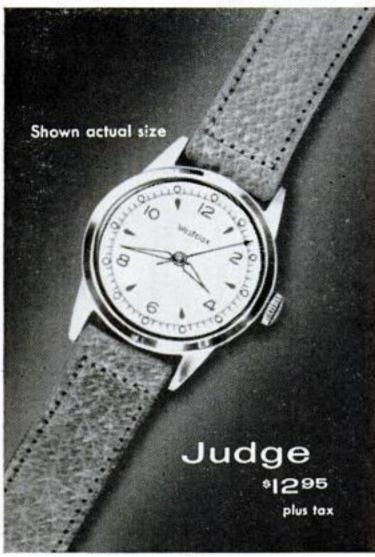
Research and Manufacturing Laboratories

Detroit 32, Michigan

One of a series of messages on the importance of prompt and proper medical care, published by Parke, Davis & Company—makers of medicines prescribed by physicians and dispensed by pharmacists.

Westclox

offers many modern features at a modest price





Shock resistant!



Water resistant!



Non-breakable crystal!



Luminous dial and hands!

Guaranteed for one year!

Also dust resistant, sweep second hand, stainless steel back, metal dial.

Other fine Westclox wrist watches, from \$5.95—pocket watches from \$2.95.

Prices quoted do not include tax and are subject to change.

Watches La Salle-Peru, Illinois



Products of Corporation

OGDEN NASH CONTINUED

In him we find our native land Is linked to India's coral strand. The raging tiger he feareth not, But facing eastward he doth squat, And contemplates his little world, Though sphere on sphere at him is hurled. He will appear in history's page Like Emerson, a Yankee sage.

He is twice as sparkling as gin and tonic. His true name is Napoleonic. He's as welcome as water in a drouth, Although he gives us hoof and mouth.

catcher; VI, Fred Astaire, whose father's name was Austerlitz. III, Casanova; IV, Donald Duck; V, Yogi Berra, the Yankee I, The overalls in Mrs. Murphy's chowder; II, Cleopatra;

RIDDLE ANSWERS



RIDDLE GUESSERS in first preview of Nash's program are (left to right) Cartoonist Abner Dean, Actress Faye Emerson, Librettist Howard Dietz, Actress-Author Ilka Chase. Man in foreground is making a tape-recording.



Ma coupling ...

Dealers everywhere are featuring the reliable Knox-Out insecticides listed below. Modern Knox-Out bug killers control nearly every kind of common house or garden insect. Freedom from bugs means happier, healthier living. Look for these products the next time you shop!

Knox-Out Insect Spray Kills 'em flying or crawling! Gets flies, mosquitoes, others. Knox-Out Aerosol Handiest bug-killer. Knox-Out Roaches Gets 'Em out & keeps 'em out of your home!

Knox-Out Multi-Purpose Garden Dust Controls most common bugs, mildews and blights on vegetables & flowers. In blower package.

Knox-Out EQ-53 Moth Proofer For washable woolens. Just add to wash or rinse water! FREE Knox-Out Bug Book, about bugs & their control. Write: Pennsalt, 491 Widener Bldg., Phila. 7, Pa.

INSECTICIDES

The fast-acting aid in preventing Travel Sickness. for ADULTS and CHILDREN PEMED

for QUICK RELIEF of

HEADACHE NEURALGIA

Stanback's prescription formula contains several fast acting ingredients, scientifically compounded into easy to take tablets and powders-Dissolves quickly—Goes to work fast to relieve pains of simple headacheneuralgia-discomforts of over-indulgence in food or drink. No unpleasant after symptoms.





dissolves toughest corns...without pain, even as you walk.

Magic



IT'S NUMBER ONE for sheer driving leadership! Giving you new wonders in power and control that only a beautiful Chrysler can offer! Here . . . clothed in vivacious color and charm . . . is America's highest-rated drive power: 235 HP FirePower V-8 engine. Proved Number One in official performance tests from Indianapolis to Daytona Beach! Here, too, is the miracle of PowerFlite,

most automatic no-clutch drive of all . . . Number One in smooth breakaway zest, passing safety, and traffic agility. Combined, of course, with fully-powered steering and braking, initiated by a touch of finger or tap of toe! Come let your Chrysler dealer demonstrate all the revolutionary driving advances which Chrysler continues to introduce first. Come see why anything less is "yesterday's" car!

THE POWER, OF LEADERSHIP IS YOURS IN A Beautiful Chrysler

DOESN'T THIS MAKE GOOD SENSE?

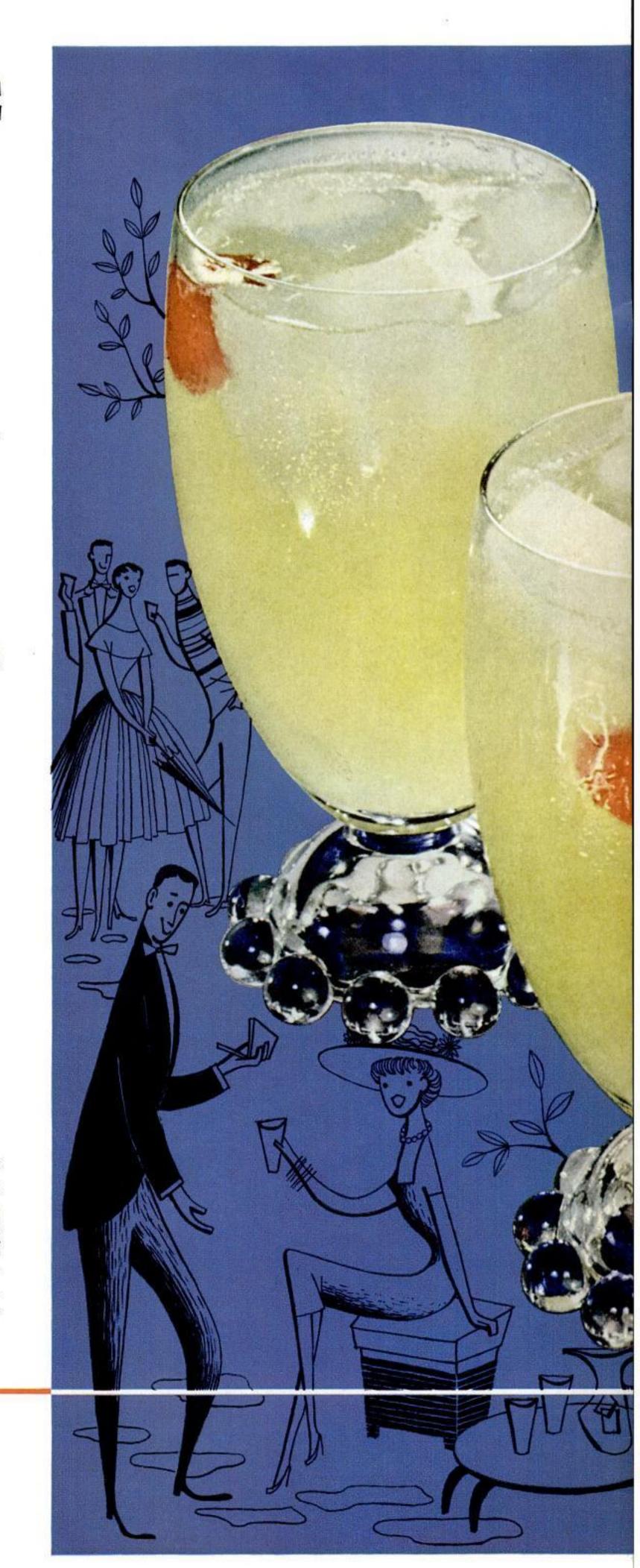
When one summer drink, fresh lemonade-

- ...is a pure, natural fruit drink (no artificial flavorings or preservatives, no carbonation)
- ... is rich in vitamin C (the vitamin your family needs every day, especially in hot weather)
- ...cools and refreshes more deeply than any other
- ...is wonderfully delicious (children love it)
 - -doesn't it make good sense that *fresh lemonade* should be your family's summer drink? Medical authorities think so. How about you?

Tip to busy mothers. Your family needs fresh lemonade all summer. Make a big pitcherful every morning. Keep it handy in the refrigerator. Serve it for lunch, in lunch boxes, at parties and teas, with bedtime snacks, and every time the children ask for something cold to drink.

America prefers the lemon flavor for tea. Iced tea calls for fresh lemons to enhance its flavor, make it more cooling. Serve generous, squeezable wedges of Sunkist Lemons—finest and juiciest from California-Arizona. Don't forget Sunkist Lemons the next time you shop.

Only lemonade made from <u>fresh</u> lemons gives all the flavor and aroma that nature gave the fruit itself.







GETTING READY for reception given candidates for NEA offices, Miss Walker freshens her make-up.



PERSONAL GREETING is extended to one of 6,000 well-wishers who filed by in four-hour parade.



BRIEF BREAK gives Miss Walker (right) and guest chance to get set for last half of handshaking.



END OF LINE brings whispered greeting and a smile. Sighed Miss Walker, "Am I glad to see you!"

BUSY START FOR MISS WALKER



NEW NEA PRESIDENT, WAURINE WALKER, PAUSES AT HEADQUARTERS OF HER OWN TEXAS DELEGATION

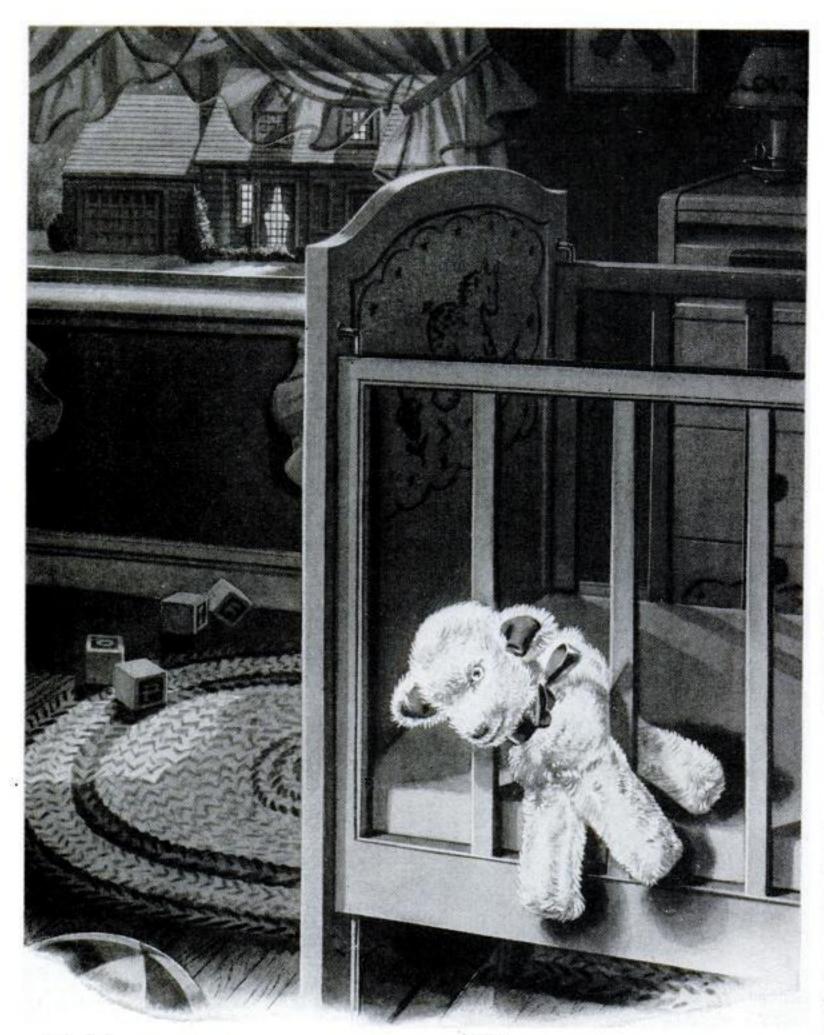
TEXAN TAKES OVER TOP TEACHER'S JOB AS PRESIDENT OF NEA

Almost before the blackboard dust had settled in their classrooms back home, 20,000 school people converged last week on New York to consider some of the problems they had left behind. For the first time in 12 years the National Education Association convention was open not only to delegates but to any of the NEA's 987,000 members. They packed Madison Square Garden and spread out into scores of working committees. Delegates gave support

to the Supreme Court decision on segregation, for the first time asked federal funds be used through the states to boost teachers' salaries.

Of all the busy delegates none was harder working than Waurine Walker of Texas. A former social studies teacher, now her state's expert on professional standards, she went through a foot-wearying, handmashing round of personal appearances that wound up, in her uncontested election as new president of NEA.





Mary had a little lamb...

Mary had long blond curls, too. And large blue eyes that laughed when she looked up at you. Mary had a big brother, and the most wonderful Mommy and Daddy in the whole darn world. Best of all, Mary had life.

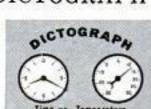
But that was yesterday.

Mary was sleeping with her cherished toy lamb when the fire broke out in the basement. Within four minutes, the modest white frame house at the corner of Elm and 5th was charged with super-heated, poisoned air. By the time Mrs. Brown reached her child, it was too late . . . for both of them. Only the lamb knows how much too late.

To those who knew and loved little Mary and her wonderful Mommy, it no longer matters what caused the fire or how it could have been prevented. But it does matter to you! It matters because this tragedy could happen in your home...tonight, next month, next year.

And because it could happen, you'll want to know about a remarkable Two-Way Fire Safety System for Homeowners, available only through DICTOGRAPH —

one of the leaders in fire safety. Our representative can be the most important man in your life — and the lives of your loved ones.



Dictograph

Factory & Executive Offices, Jamaica 35, New York



ONE OF 100 PICTURES for which incoming president had to sit in single day—for use in all state journals—shows Miss Walker with two New Yorkers.



ONE OF DOZEN INTERVIEWS with the press includes hallway meeting with Harlem newspaper reporter to discuss NEA stand on segregation issue.



ONE OF ENDLESS VISITS to each of the delegations brings Miss Walker to the headquarters of the Hawaiian group where she received a carmation lei.

CONTINUED ON PAGE 8

Why don't people stick to their diets?

Some diets fail because they are based on fads

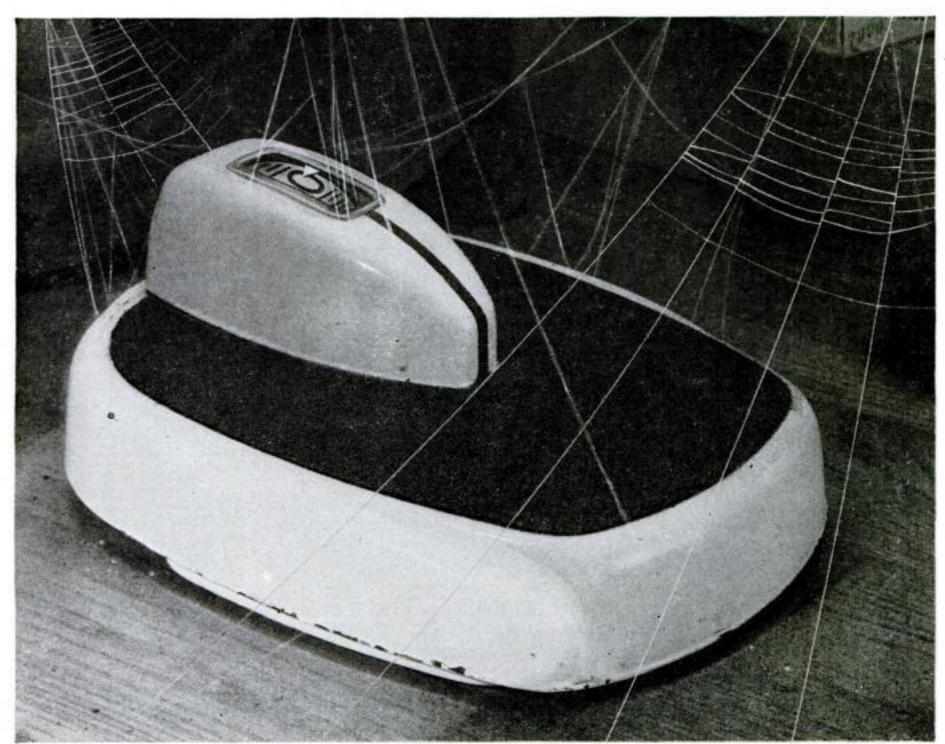
Even good diets fail when people don't stick to them

Why don't people stick to their diets?

Because they can't overcome that "always hungry" feeling

Why are they hungry?

It may be because their blood sugar level is low



Have you put aside your scale because your diet was too dreary?

The fastest way to raise your blood sugar level, keep your appetite satisfied with less, is to have some sugar-or one of the good things containing it.

A new approach to diet planning, based on recent research, helps healthy people hold down their waist-lines by raising the blood sugar level.

People have such a natural liking for sugar, it has always been one of the foods hardest to do without.

Now science finds that there is no need for any healthy person to do without sugar. In fact, your normal use of sugar may actually be helping to keep you from gaining weight. And if you want to lose weight, a moderate use of sugar as part of a well-planned diet can actually make it much easier for you to stick to your diet.

Why does eating a sweet just before a meal help keep you from eating too much?

Why does a simple dessert make a small meal so much more satisfying?

Science finds the reason

That's because sugar raises your blood sugar level faster than any other food. New research at a leading university has shown that the blood sugar level plays a leading role in regulating appetite.

When the blood sugar level falls too low, the appetite regulating center of the brain (the hypothalamus or "appestat") turns on the appetite much as a thermostat turns on the furnace in your house. You're apt to eat more than you need, without being conscious

of overeating, before your blood sugar level is raised to the point where it "shuts off your appestat."

New way to diet without hunger

This discovery has already brought about an entirely new approach to weight control diets. It is based on keeping hunger down by keeping your blood sugar level up throughout the day.

You do not cut out any food, you simply cut down. To make it easier to cut down, you eat more often—with small mid-morning, mid-afternoon and bedtime snacks if you are hungry. But in all you do not eat nearly so much. You do not want so much.

You do not substitute artificial nocalorie sweeteners for sugar. They can't help curb your appetite since they have no effect on your blood sugar level. Using them defeats your purpose.

You may have a teaspoonful of sugar in your coffee or tea, or on your breakfast cereal or fruit. It supplies only 18 calories, can make it easier for you to turn down second helpings that would supply several times as many

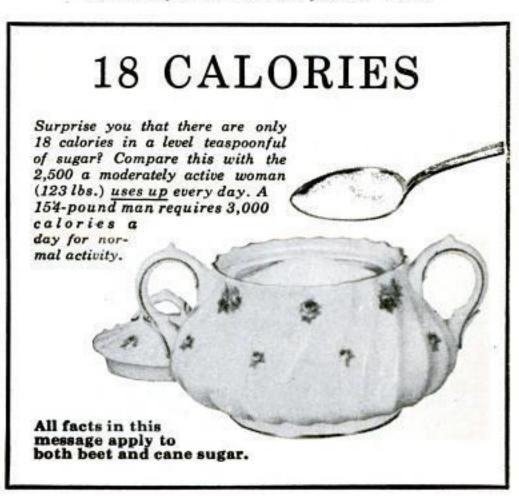
calories.

Because it makes a small meal so much more satisfying, you may eat desserts that include sugar with your lunch or dinner. And you may have an occasional between-meals sweet such as a soft drink or piece of candy. This is one of the fastest ways to satisfy your craving for food with the fewest calories.

More facts for weight watchers

Scientific articles on the blood sugar level studies have been published just recently in Medical Journals. But already many popular magazines have begun to pick up the story with articles that show how you can have your sugar and your waistline, too. One of these recently appeared in *Reader's Digest*. If you would like a reprint of this article, plus other interesting facts about sugar write to:

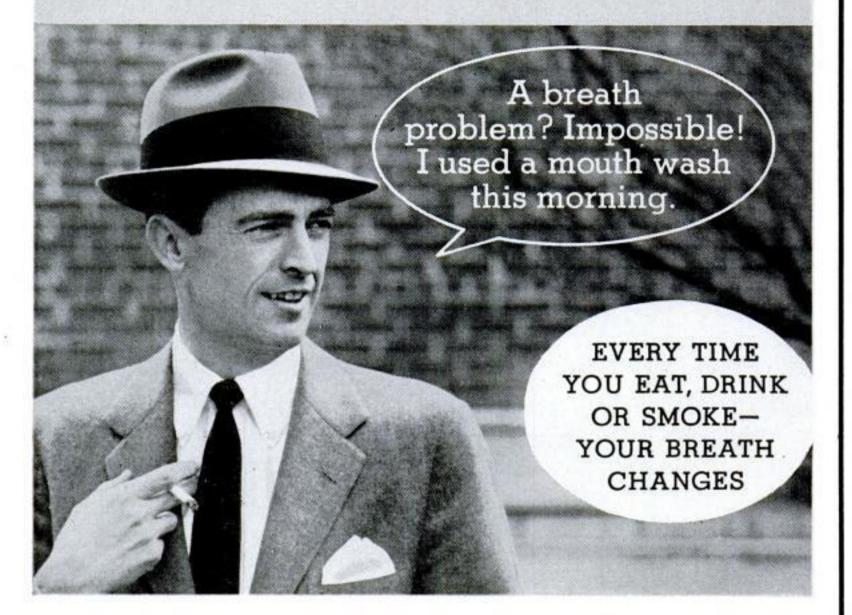
SUGAR INFORMATION, INC. Box 137, New York 5, New York



BEWARE THE BACKWARD STEP*

* It's a warning about your breath

When your wife steps back to avoid your kiss—could be you have a breath problem.



CLORETS MAKES BREATH



IN SECONDS

even after onions · smoking · alcohol

• Nine out of ten people need a breath purifier sometime during the day—because your breath changes every time you eat, drink or smoke. But with Clorets in your pocket or purse you are only seconds away from "Kissing Sweet" breath. Clorets' new exclusive formula with Retsyn doubles chlorophyll's breath purifying power. Clorets are more effective because they contain more of the vital chlorophyll elements which purify your breath. You'll chew Clorets for pure enjoyment—they're so minty, refreshing and delicious.



Busy Start CONTINUED



VETERAN TEACHERS, Harriet Kratz (left) and M. Rhea Snoots, of Ohio, with 86 years' experience between them, watch pageant by New York pupils.



FORMER PRESIDENTS of NEA (left), Edith Joynes and Cornelia Adair, sit with fellow members of Virginia delegation at convention business session.



FUTURE DELEGATES, still in college, go over notes with Betty J. Henderson (center), who spoke at dinner honoring Future Teachers of America.

One of a series of favorite American meals brought to you by the American Can Company



OPEN-FACE SMÖRGASBORD SANDWICHES

For deliciously new - and different sandwiches -try these tempting combinations:

- · Cream cheese and chopped chives topped with drained, flaked salmon and anchovy fillets.
- American sardines or herring on lettuce with onion rings and lemon-tart mayonnaisespecially good on rye.
- Drained canned sauerkraut, slices of luncheon meat or tongue, mayonnaise blended with prepared mustard, pickle slices on pumpernickel.
- Vienna bread with deviled ham or any meat spread and slices of hard-cooked egg.

PICK-UPS

Take cans of French-fried onion rings, pickles, ripe and green olives, potato chips and potato sticks-both plain and cheese-coated.

FRUIT-TOPPED SPICECAKE

Prepare 1 package spicecake mix according to label directions. Bake in 9 x 13-inch pan. Let cake cool; spread with jam, jelly or preserves; arrange drained, canned pineapple slices and apricot halves over top. Take right in pan.

BEER • MILK

For greatest convenience, take beer and ale in the Canco cans trademarked "Keglined"-and milk in Canco's disposable paper container with the flat top which opens and closes so easily.

Important note: Whenever you do not use a full can of food . . . cover and keep the remainder in the refrigerator right in the can. It's safe-and it's sensible!

"Food for Entertaining-NEW! Better with Beer"

Send for 20-page booklet of quick, clever ideas for TV suppers, buffets and casseroles featuring foods that are specially good with beer. Mail 15¢ to American Can Company Test Kitchens, Box 259, New York 46, N. Y.





Here's a great idea for your next outing—a picnic inspired by the smörgåsbord tradition of the Great Lakes area!

So good, and so simple! Toss a couple of loaves of bread into the picnic basket—a few cans of meats, spreads, and fish-whatever garnishes you wish.

Let folks make their own sandwiches on the spot! They'll love the combinations shown here. All these -and dozens more delicious fillings-are yours to enjoy in modern Canco cans made by the American Can Company.

For dessert-top a spicecake with canned fruit. Take milk for the kids. And beer for the grownups -in no-return cans, another invention of American Can Company who developed the special lining that makes it possible to "can" beer and ale without changing their sensitive flavors.

What could be a better, easier, more "fun" picnic!

American Can Company

Containers to help people live better



Alco Registered Trademark of the American Can Company, N.Y., N.Y.



American Can Company not only perfected the modern food container . . . it also developed many of the canning processes that today bring you truly superb flavor and even more vitamins than many "fresh-shipped" varieties.



WINTER LANDSCAPE HAS CUTAWAY VIEW OF HOUSE AND BARN AGAINST WOODS. AT BOTTOM LEFT, EDGAR TAKES KIDS FOR JEEP RIDE

A Double View of Artists' Life

CORCOS PORTRAYS FAMILY DOINGS
IN THE COUNTRY AND BY THE SEA

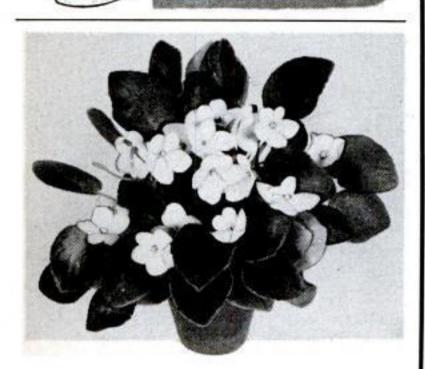


Best HAMBURGER ever ate!

Pan-broiled it myself... in SALT (sprinkled to cover bottom of pan) instead of fat. Mixed the meat with chopped onion, a little water and some Lea & Perrins Worcestershire. Good? Bro-ther!



FREE! Recipe Book,"Dishes Men Like." Write Lea & Perrins, Inc., 241 West Street, New York 13, N. Y.

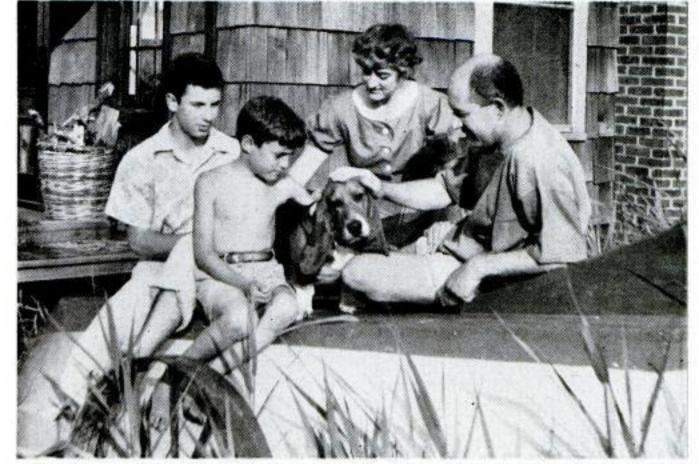


Now! FEED your plants to beauty!

Now! Feed your plants to healthy, full-bloomed, flourishing beauty! It's easy. Push a Plantabb in the soil next to any plant, flower or vegetable, indoors or out. Plantabbs' "growth" formula—a combination of vital foods all plants need—goes to work immediately. Plants grow strong, vibrant, lovely even in poorest soil. You'll be thrilled! Get Plantabbs—world's largest selling plant food tablets. Used by millions for over 30 years. 25c, 50c, \$1.00, \$2.00, \$3.50—in food, drug, variety, hardware,

> seed stores, florists, or postpaid from Plantabbs Corp., Dept. LG, Baltimore 1, Md.

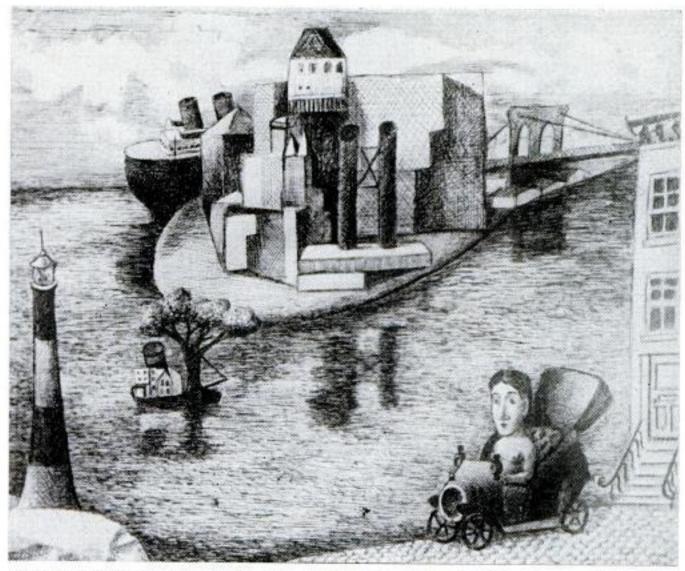




AT FIRE ISLAND LEVYS GATHER AROUND NEW FAMILY MEMBER, DUMDUM

AS LEVY SEES THE LEVYS

Like his wife with whom he had a joint show of paintings in New York City this year, Edgar Levy enjoys sketching family doings. Sometimes he shows them in caricature, sometimes in surrealistic worlds made up of familiar landmarks (below). Such parental products have prompted the boys to try their hand at art. At 7, Joel sold a drawing to CBS for a television ad. Now 8, he has temporarily retired from the field.



OPEN-AIR TRAVEL in family car is enjoyed by Lucille on way from New York to Fire Island. Levy emphasized breeziness of trip by drawing wife nude.



FAMILY PORTRAIT, sketched by Levy in 1946, shows both artists at their drawing boards, while Lucille's sister plays recorder and the children lounge.

Don't get stuck with a rust-clogged radiator!



At the first sign of overheating use

new, improved

Du Pont Cooling System Cleanser

If a rusty radiator causes your engine thermometer to read high on moderate summer days, don't wait for a scorcher. Put in Du Pont Cooling System Cleanser right away. It cuts grease with detergent action, cleans out scale, and dis-



solves rust so that water drains out clear. And neutralizer in each can completes the job. Du Pont Cooling System Cleanser is thorough, safe, simple.



Keep your radiator clean with new

DU PONT ANTI-RUST

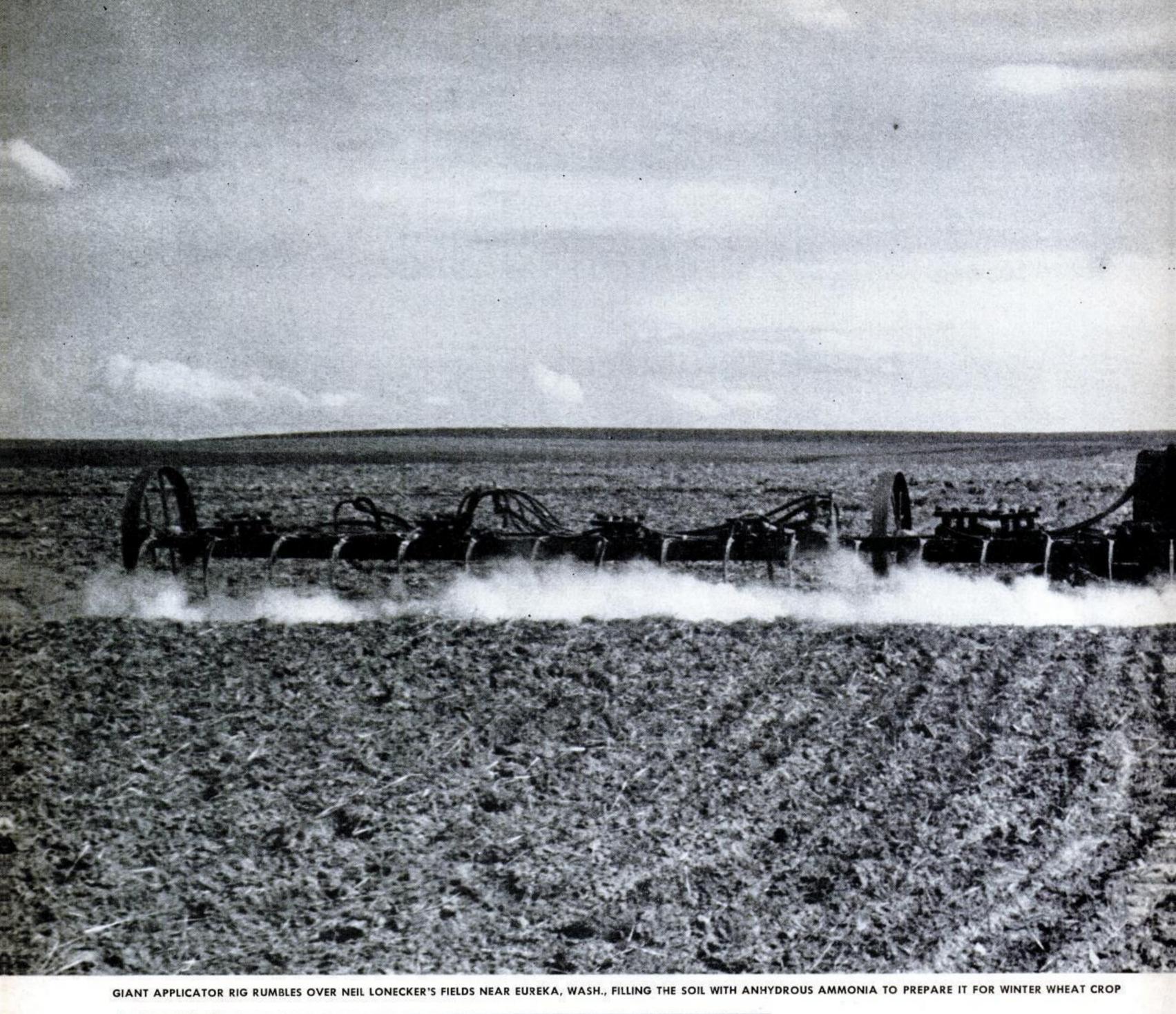
Once your cooling system is clean, keep it that way with Du Pont Anti-Rust. This new liquid inhibitor retards rusting, inhibits acid formation, and lubricates the water pump as well!

DU PONT Nº 7₀ PRODUCTS

From Chemical Research . . . For Easier Car Care



BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY





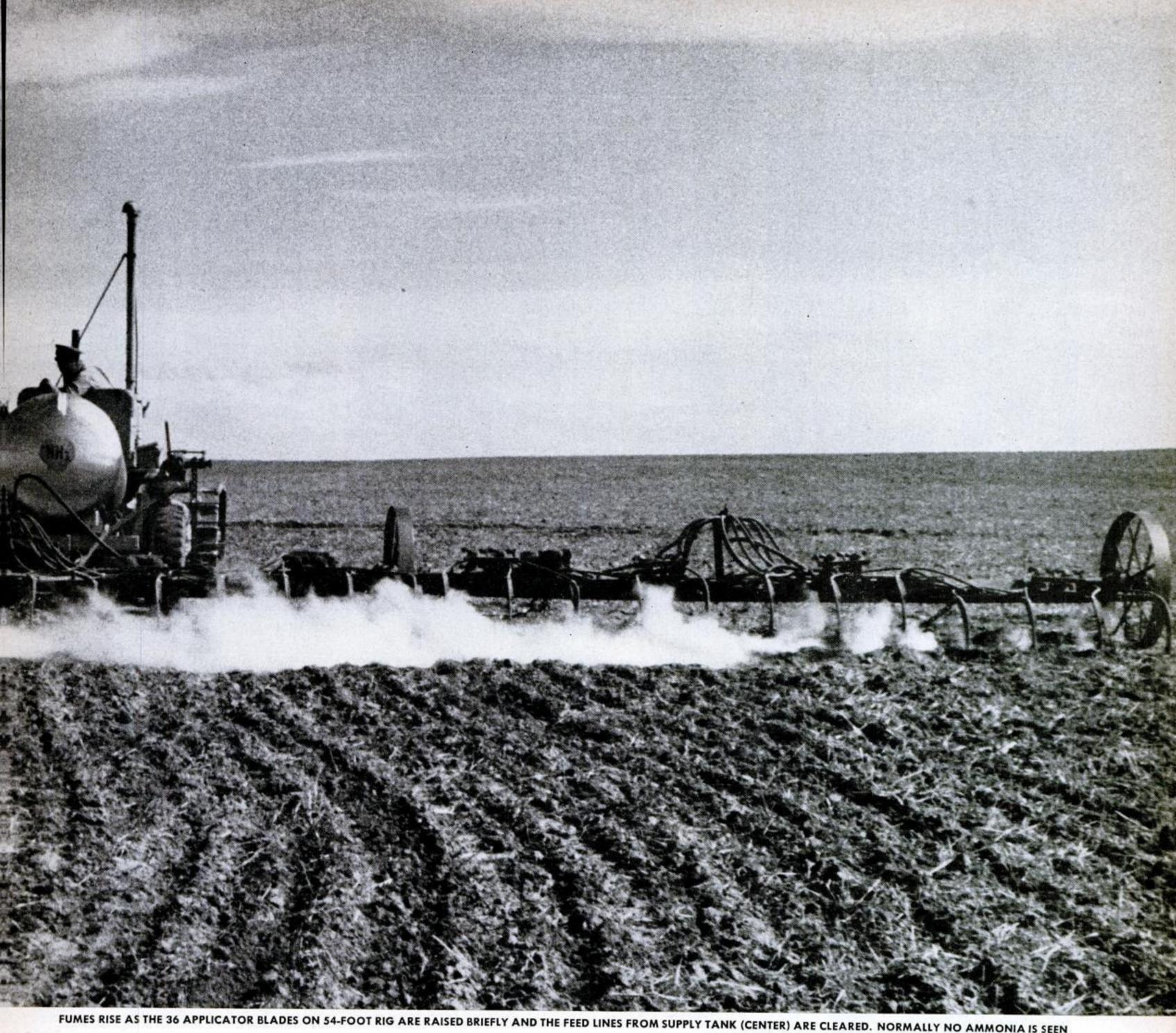
FARMERS'

Anhydrous ammonia,

This summer as corn passed knee height and grains grew top heavy, there was more excitement on thousands of U.S. farms than there had been in years. Something called the high nitrogen revolution was filling the rural scene with complex new shapes, new techniques—and the old, familiar smell of ammonia.

Farmers were discovering that their fields, which need vast amounts of nitrogen each year, could get it cheaply, quickly and in high quantities from a liquid fertilizer called anhydrous (or waterless) ammonia. Four fifths of

GREEN LETTERS of richer grass appeared after Jeff Davis Jr. of Albany, Ga. applied AA in this pattern.



NEW MIRACLE-MAKER

high nitrogen fertilizer, multiplies crop yields

ammonia's weight is nitrogen, a major part of plants and all living matter and without which plants cannot make the chlorophyl necessary to their growth. Most crops remove tons of nitrogen from the soil and farmers have replenished it by applying solid forms of ammonia like ammonium sulphate or by alternating high-pay crops with leguminous crops like alfalfa, which, return nitrogen to the soil. Now with AA, farmers find they can plant a pay crop every year without depleting their land. Texas farmers using AA produce nearly two bales

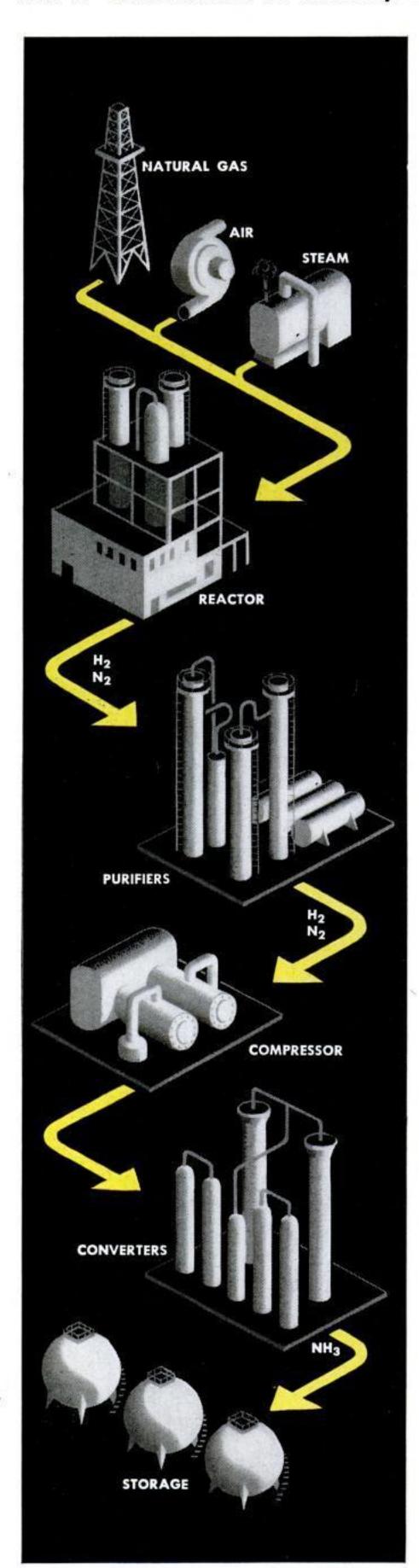
of cotton where only one grew before and corn growers have a formula: 2½ pounds of AA (cost: 19½¢) bring an extra bushel of corn (local market price: \$1.47).

The value of ammonia's high nitrogen content had long been known but only recently have severe problems of scarcity and special equipment for handling AA been solved. This year an estimated 30,000 tons of anhydrous ammonia will fertilize more than nine million acres in 40 states. Twenty-seven factories are producing it; 12 more are nearing completion.

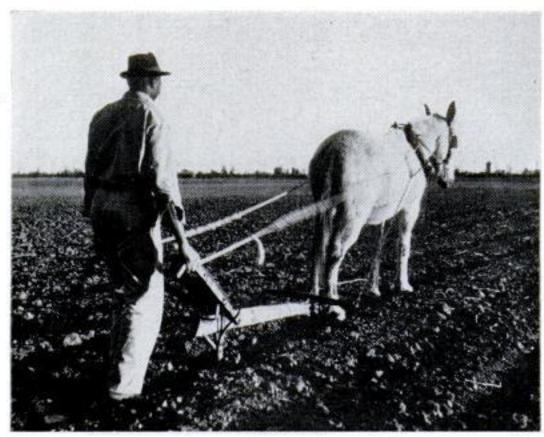
GREENER GRASS, half again as heavy and long as the untreated clump, is a measure of AA's potential.

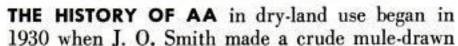


How ammonia is made, how the applicator was developed.

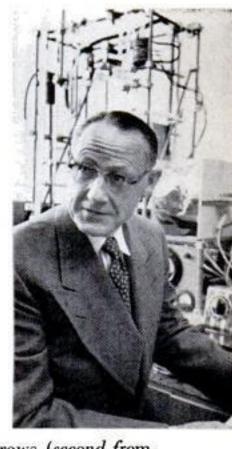


AMMONIA-MAKING process, simplified slightly in this drawing, begins with natural gas, air and steam, which are broken down to produce nitrogen (N₂) and hydrogen (H₂). These are purified, compressed and then converted to produce liquid ammonia (NH₃), which is stored under pressure in spherical tanks.









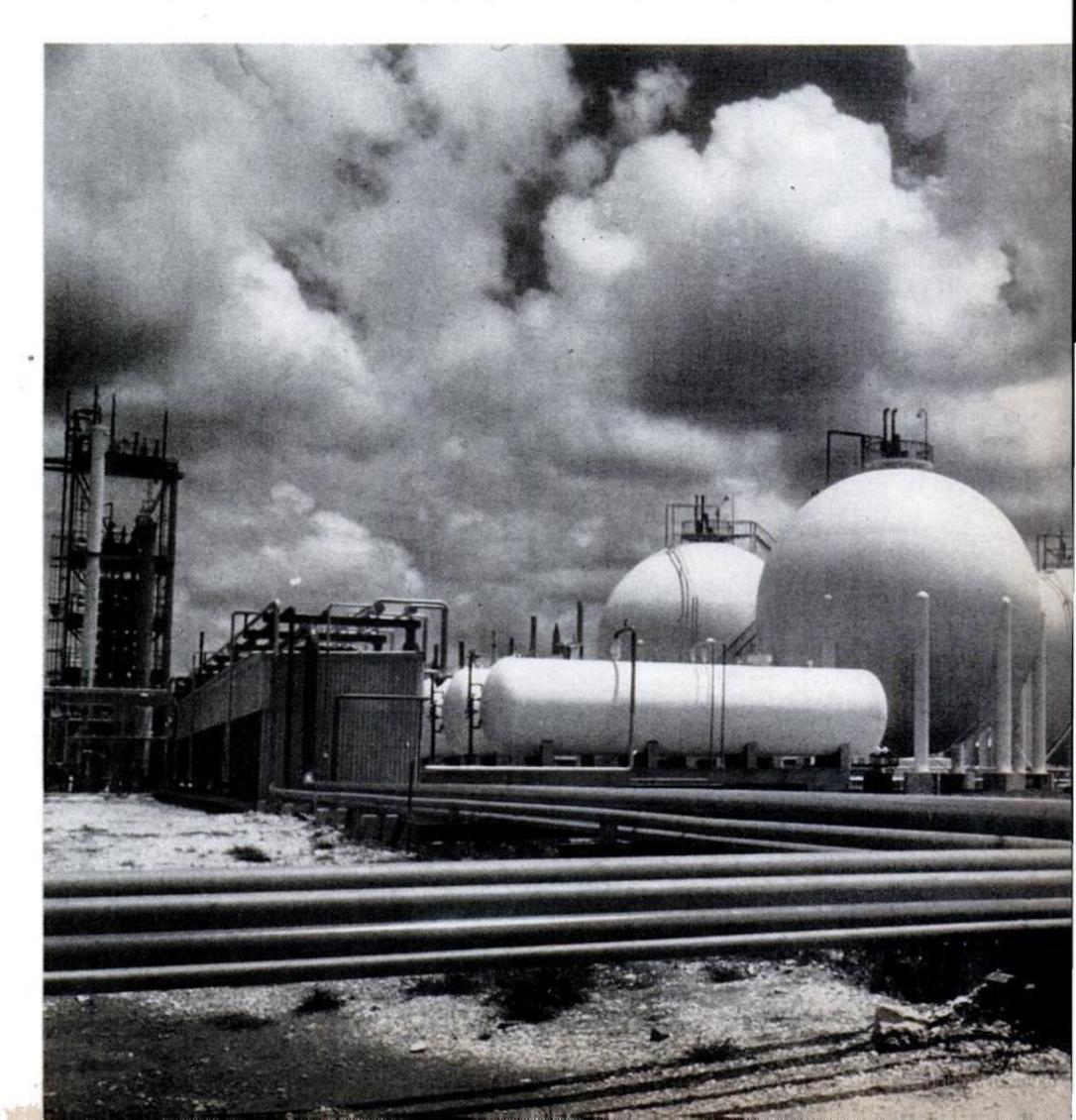
device (left). Later Dr. W. B. Andrews (second from left), called "father of anhydrous ammonia," and

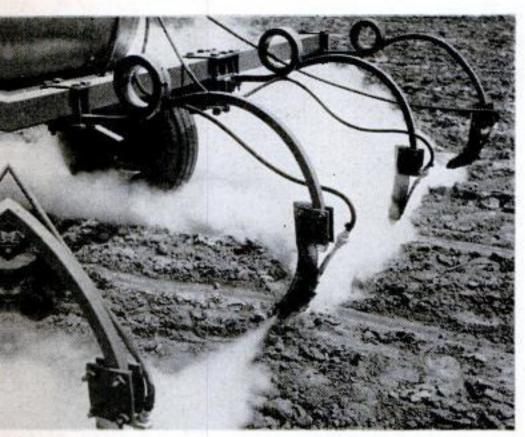
THE AA BONANZA ENRICHES

Ammonia is normally a gas but under high pressure turns to liquid. Heavily diluted with water, it becomes the quarter-a-bottle household cleanser. A century ago some Germans experimented with ammonia as a fertilizer, but, evidently unable to master techniques for applying it, dropped the matter. In 1930 a crude plow device for dry-land applications of anhydrous ammonia was developed (above) but discarded. At the same time, Shell Oil's chemical subsidiary began experimenting in California with what it called "nitrogation," putting ammonia right into irrigation water. Highly effective, the technique caught on quickly and

by 1946 Shell was "nitrogating" a half-million acres for West Coast customers.

By the early '40s Shell workers had patented a commercially usable device for needling NH₃ into the ground. Current models feature thin tubes running down the trailing edge of specially designed blades, to a depth of four to six inches beneath the soil. Once released, the ammonia reverts to a gas and unites chemically with soil particles where it is ready for use in the intricate processes of plant growth. Highly resistant to leaching out by moisture, it stimulates growth of some valuable soil bacteria, kills some harmful fungi, hikes the earthworm



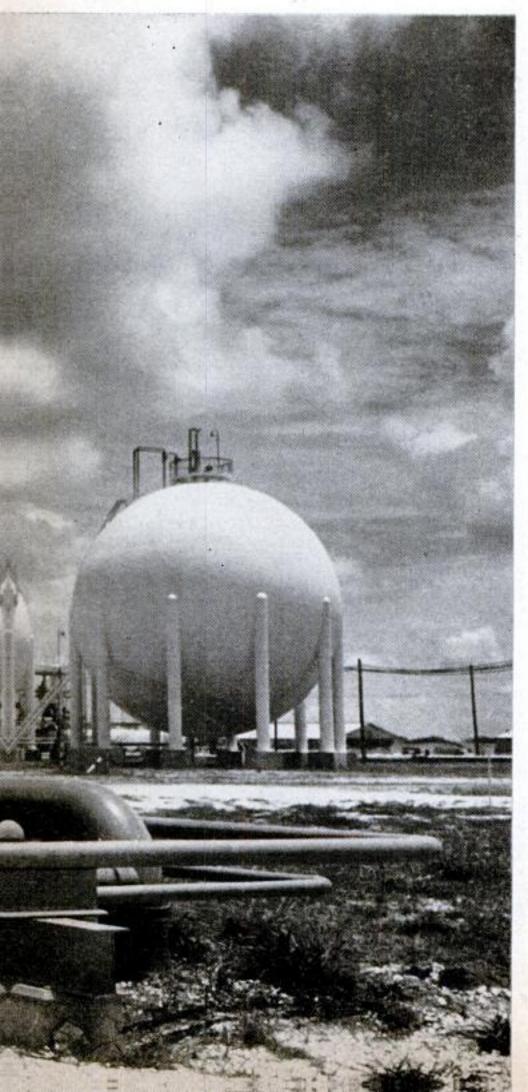


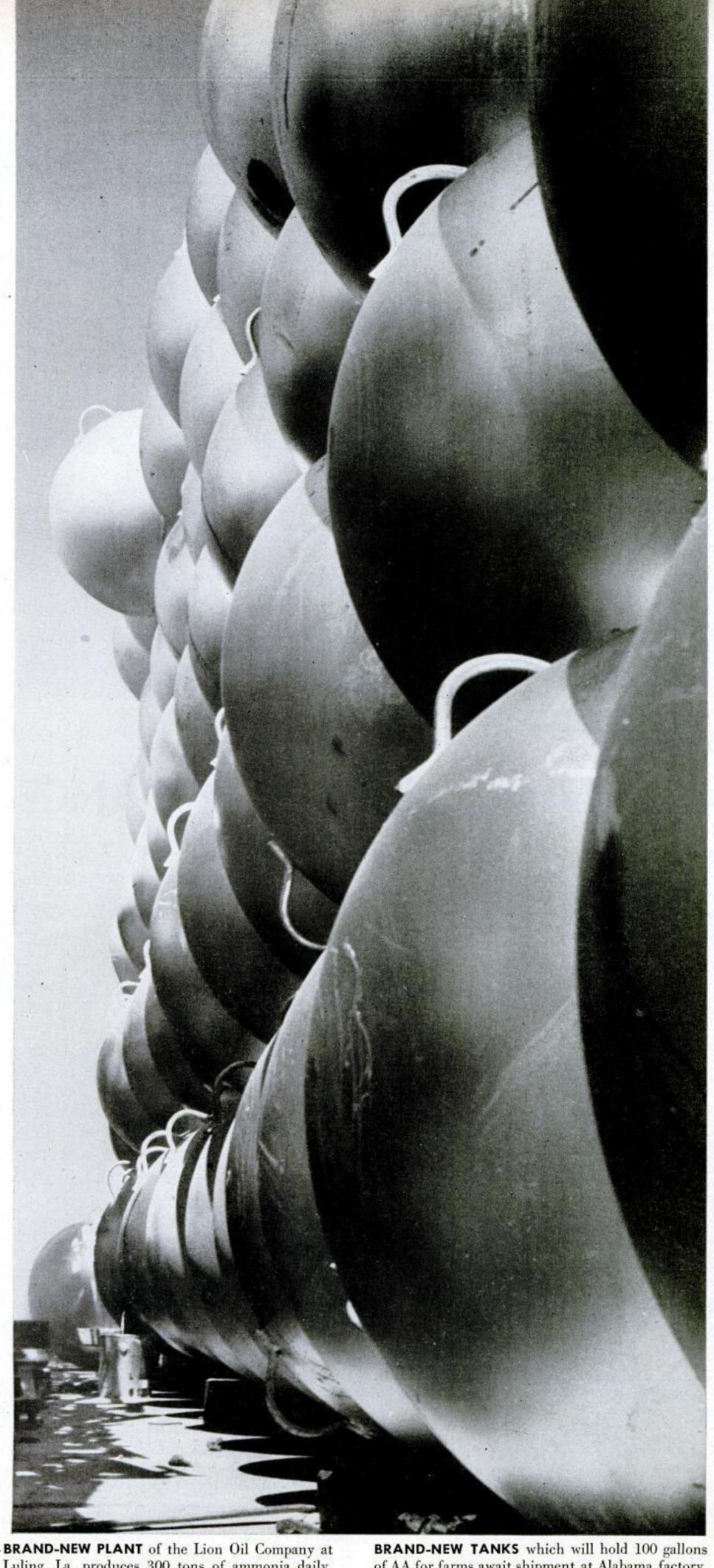
Shell's F. H. Leavitt (second from right) made commercially usable applicators. At right is late model.

MANY FIRMS

population and makes some kinds of soil easier to till.

By 1947 the boom was on. Now, over \$150 million worth of new factories like the one shown below are under way. The high nitrogen bonanza is enriching not only producers and farmers but distributors and equipment manufacturers. The John Blue Company, maker of storage tanks (right) and applicators, sold over \$1 million of ammonia equipment last year against only \$90,000 in 1948. Many distributors have doubled their sales volume annually. Says a chemical executive, "In rate of growth, AA is second only to . . . the atom field."





■ BRAND-NEW PLANT of the Lion Oil Company at Luling, La. produces 300 tons of ammonia daily.

of AA for farms await shipment at Alabama factory.



FOR IRRIGATION, well water flowing 2,400 gallons a minute is dosed with anhydrous ammonia by Frank

Gillentine before it flows to the Mississippi pasture land of Ellis Woolfolk, a leading AA distributor.

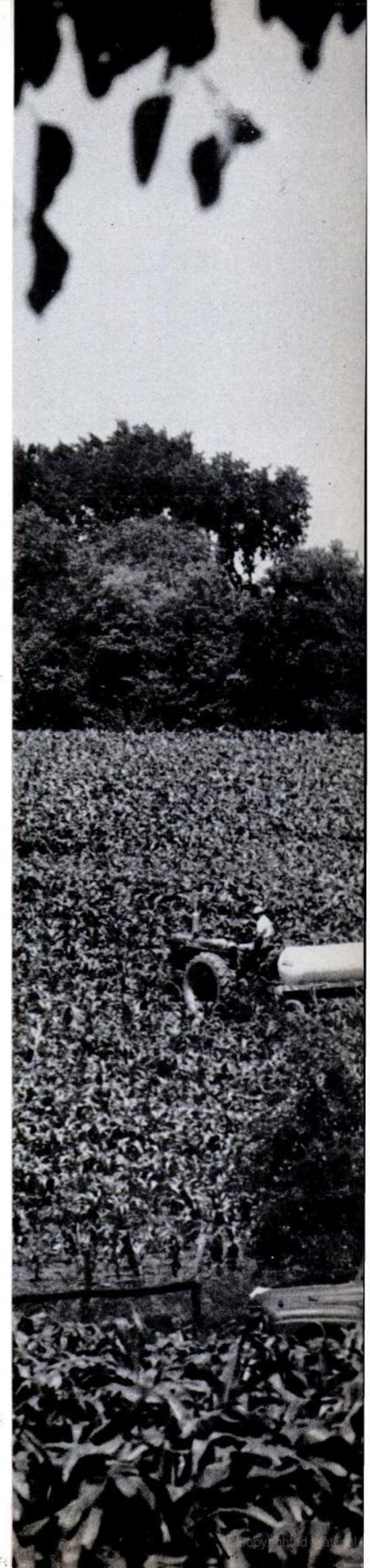
OLD LAND, NEW ABUNDANCE

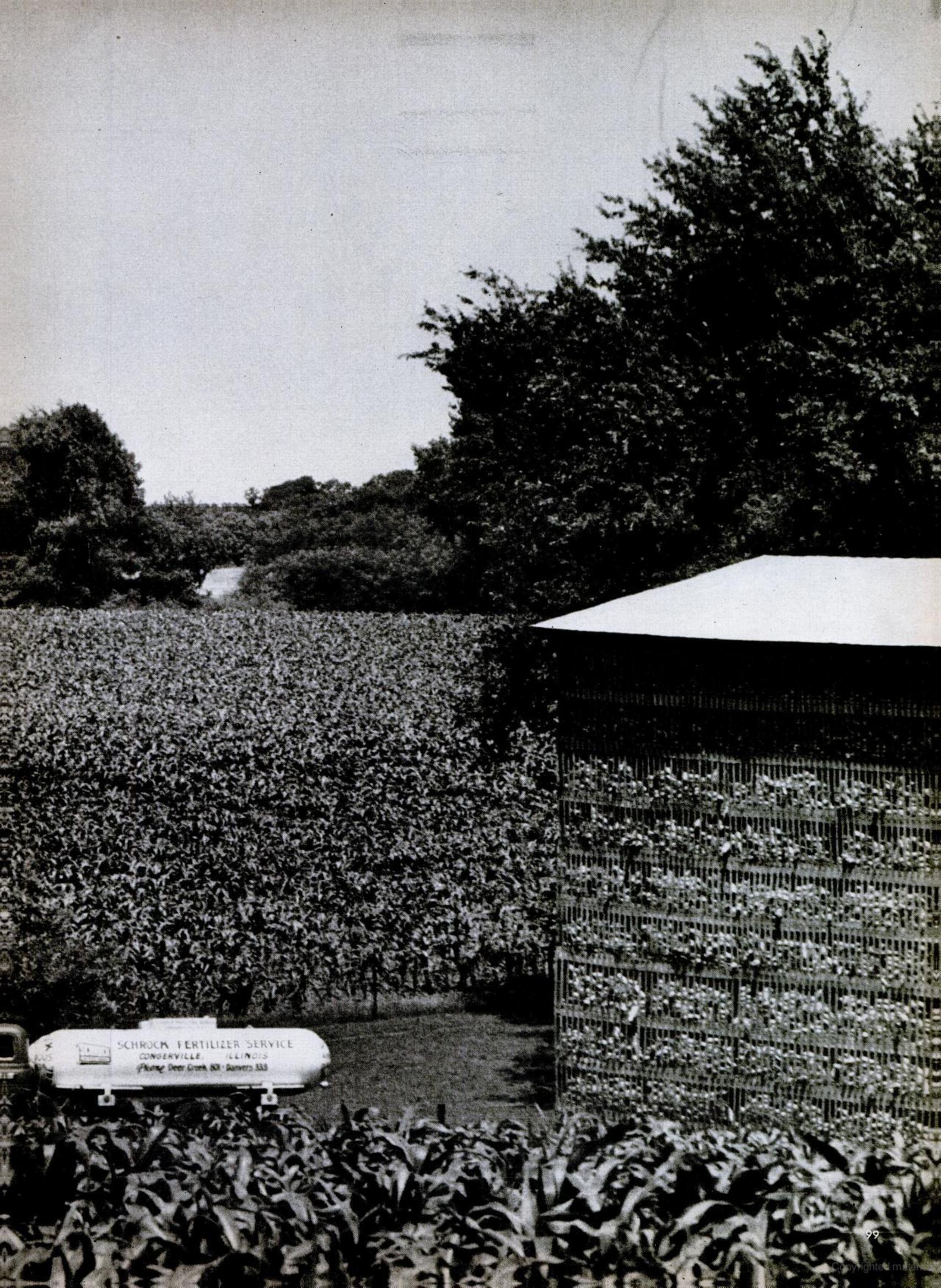
Anhydrous ammonia has its disadvantages. It must be kept and used under pressure and thus requires special heavy equipment and careful handling. Improperly applied, it can kill seeds and foliage. But for farmers its low cost, its speed of application and its results more than outweigh its disadvantages.

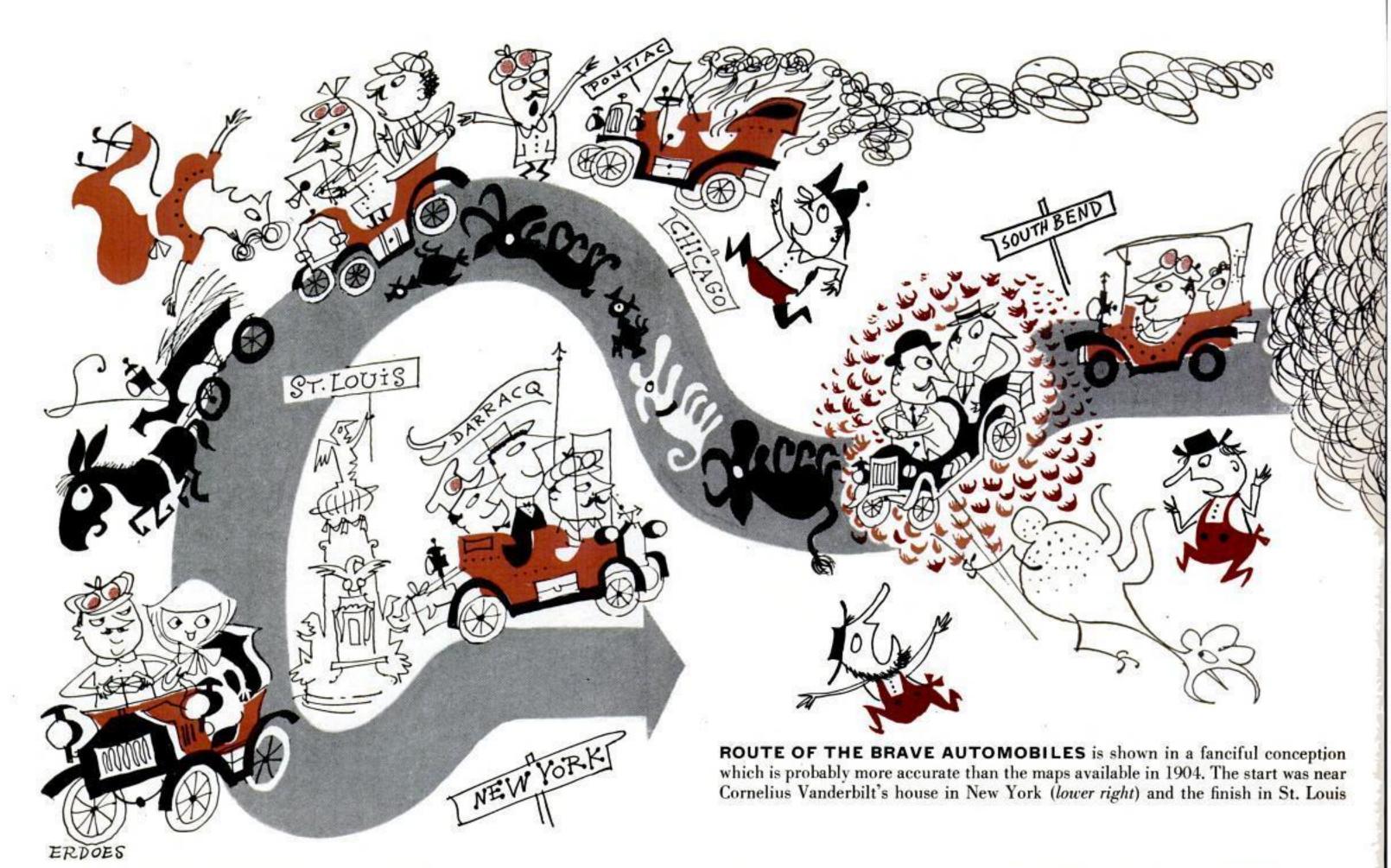
But AA's production miracles serve also to highlight the problems of agriculture. While the vastly increased yields of ammonia-treated crops should in the long run enable farmers to keep pace with the world's rapidly growing population, under present conditions a high percentage of some crops will only become surplus. On the Hudson, Ill. farm of Bob Whitwood (right) the lush 1953 corn harvest, still neatly cribbed, is now about to be engulfed by his luxurious, ammonia-fertilized 1954 crop.



SUPPLY OF AA reaches Bob Whitwood's Illinois farm as dealer's nurse tank fills farm applicator tank.







MEET ME (Pop!) IN (Crash!) ST.LOUIS,

THE FIRST GREAT AUTOMOBILE TOUR 50 YEARS AGO WAS A HILARIOUSLY HAPHAZARD TREK OVER

by ROBERT WALLACE

FIFTY years ago, on the warm, cloudy morning of July 25, 1904, a line of 15 fine automobiles stood trembling, muttering and gleaming outside the mansion of Cornelius Vanderbilt at Fifth Avenue and 59th Street in New York. Only two, a single-cylinder, 8-hp Oldsmobile and an 8½-hp Cadillac, bore names familiar today. Among the others were White Steamers that moved as gracefully and very nearly as silently as swans, a Haynes-Apperson and a Franklin, a Yale, an Elmore, a Peerless, a Buckmobile, a Pope-Toledo and a Pope-Hartford.

It was 9:30 when a bearded gentleman named Augustus Post, at the wheel of one of the Steamers, waved his gloved, aristocratic hand and the line of cars began to move slowly northward along Fifth Avenue. The crowd of spectators cheered and a few started to sing Meet Me in St. Louis, Louis, for the destination of the tourists was the Louisiana Purchase Exposition in that city 1,338 miles away. Thus began the first successful great automobile tour of the kind that from 1904 until World War I was to be one of the wonders of the drowsy, innocent American summer.

There were all manner of people in the tour: society folk, chauffeurs (also called engineers), manufacturers (including a Pope from Hartford in a Pope-Hartford and another Pope from New York in a Pope-Toledo) and a number of plain citizens who simply wanted to go to St. Louis to see the fair and have a hell of a time en route. There was a Mrs. Susan Malpass of New York, who was a member of the Florodora Sextette, and a young man named F. Ed Spooner, who was a photographer and correspondent for the New York Globe and Commercial Advertiser and sometimes drank whisky. Spooner's driver was a wiry, durable farmboy turned engineer named Dwight Huss. Huss was already an old hand at automobile driving, having been at it since 1902. In 1903 he had taken an Oldsmobile to England and won a gold medal in a reliability test

against the best cars and drivers of Europe. In 1904, as the St. Louis tour began, Huss was a youngster of 30 and not half the man he is today at 80, but even as a mere lad he had a nice eye for detail ("That woman was 37 inches wide and wasn't wearing any—"), so his recollections of the tour are worth considering.

After a half-century Huss still recalls Spooner, who died many years ago, very vividly. "Greatest newspaperman who ever lived," Huss says. "Every night I'd lie in bed trying to get some sleep and Spooner would be pounding the typewriter beside my ear. Every 20 minutes, regular as clockwork, there would be a knock on the door and there would be a waiter with another highball for Ed."

Two dogs in one day

Spooner's copy was simple and relaxed. "Mr. Swinehart struck a dog, causing some delay," he telegraphed in a typical report. "Mr. Huss was put out when an old blind dog deliberately walked into the rear wheel of his Olds." Spooner did not intrude on the copy or resort to the first person singular although, since he was riding in Huss's car, he was an actual eyewitness. Neither did he draw morals or point out omens, although the striking of two dogs in one day was of some significance. Huss's brush with the dog was extremely minor.

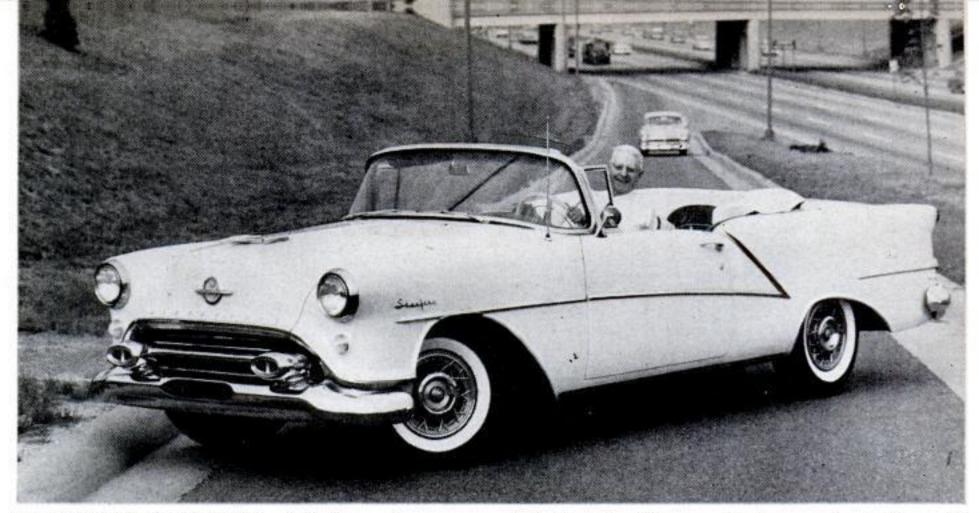
"I've been driving automobiles for 52 years," Huss says today, "and never had an accident. I did hit a huge pig once and it was like hitting a rubber wall. Hit a goose in England. Had to pay for it. Last winter in Florida I drove 7,000 miles inside the state, really saw it from top to bottom. Didn't think much of it."

In 1905 Mr. Huss won the first transcontinental automobile race (there were only two entries) ever held in the U.S. Mr. Huss drove a little





DWIGHT HUSS paused to have picture taken in his Olds Tonneau on dry stretch during 1904 tour.



FIFTY YEARS LATER the Olds has undergone sweeping changes but Huss has merely removed his

hat. As a durable one-cylinder runabout, Huss will probably outlast the new eight-cylinder convertible.

AUTO TOUR CONTINUED

THE motorist of 1954, who can drive from New York to St. Louis all by himself in a couple of days if he wishes, may not readily understand why, when it is bad enough to travel with the wife, the kids and Aunt Cecilia, the motorist of 1904 chose to travel with a caravan of relatives, acquaintances and even strangers. However the reason was simple: the chances of survival were better. Today there are more than 400,000 miles of class-A paved roads in the U.S. In 1904, outside the cities, there were exactly 141 miles. There were 2,151,570 miles of "public roads," but these were mostly wagon tracks through the weeds.

Today every automobile glove compartment is so stuffed with crumple'd road maps that there is scarcely room for Junior to store his half-eaten Popsicle. In 1904 there were few road maps. Road signs were scarce. Garages were extremely few and far between. When they went touring, motorists commonly banded together and followed a pathfinder car which ran ahead and marked the route with confetti, as in the game of hare and hounds. The lonely motorist was completely vulnerable, but if he traveled with others he had at least a chance of reaching his destination. One companion might have a spare link to repair the broken drive chain, another might have an extra can of gasoline, which was mainly obtainable in rural America in small quantities in grocery and hardware stores. Automobile driving—not racing, but merely driving—was regarded as a sport in 1904. F. Ed Spooner's reports were carried on the sports pages alongside

the baseball news. Plans for the St. Louis tour had been in progress for months in the offices of the American Automobile Association. Nearly every one of the owners of the 55,000 motor vehicles in the country (there are 56 million today) had been notified, or at least had read, about the tour, and the AAA had fondly hoped that as many as 2,500 of them might drive to St. Louis-not all from New York, of course, but from points throughout the nation. The AAA had prepared route cards and information sheets listing garages, towns where lunch was available and hotels where the tourists were to stop for the night and for weekends. Each day's journey was set at approximately 90 miles, and the whole route had been carefully examined beforehand by an AAA pathfinder, who reported jubilantly that he had found three new garages in Ohio and that there was a mechanical genius in Pontiac, Ill. who had rigged up a 120-gallon tank. Gasoline could be fed from the tank directly into automobiles by means of a hose, a prospect so exciting that tourists who read of it could scarcely wait to get to Pontiac. From Chicago an AAA man, whose name, appropriately, was Mudd, Francis X., reported that his committee had hit upon an ideal way to mark the roads. He had equipped two cars with metal tubes which ran from the back seats down to within eight inches of the ground. "Through these I expect my men to deposit one ounce of chopped-up paper directly on the route every 300 yards, except at turns, where there will be one ounce every 100 yards."

Despite these enticements, only the 15 automobiles left New York on the appointed day, along a route that was to take them north to Poughkeepsie and Albany, then west to Utica, Syracuse, Rochester, Buffalo, Cleveland, Toledo and Chicago, then south to St. Louis. (There were a few other starters elsewhere. A couple of cars headed for St. Louis from the West, and a handful traveled from Baltimore through Pittsburgh and Youngstown along a cowpath called a national highway.) The New Yorkers were to be joined at Albany by a group of 11 cars from Boston led by Charles J. Glidden, that extraordinary man who was making the tour as part of a journey by automobile around the world. (Glidden completed his trip in 1908, having taken ships only when absolutely necessary. He traveled across the

Canadian Rockies by putting iron wheels on his car, an English Napier. Mrs. Glidden sat right beside him every inch of the way, with her bonnet tied down securely by her veil.) Other groups were scheduled to join the tour at several cities en route; even after the poor start in New York, the AAA still hoped that more cars would attach themselves to the snowball before it got to St. Louis.

The automobiles were heavily loaded with equipment. An inventory of one car's contents showed that it carried, in addition to its occupants' baggage, extra tires, spare intake and outlet valves with springs, spark plugs and coils, anti-skid chains, extra fan belt and drive chain links, tire repair kit, air pump, inner tubes, cup grease, extra oil and gasoline in cans, boxes of bolts, screws and cotter pins, rolls of wire and rope. There was also a hamper of provisions, a large tool box, a collapsible water bucket and gasoline filtering equipment (gasoline, a byproduct in the manufacture of kerosene, was so dirty that it had to be strained through a chamois before use).

Dwight Huss and F. Ed Spooner carried most of the foregoing items plus the necessities of journalism, including Spooner's cameras, plates, typewriter and bottle openers, in their small Oldsmobile.

The motorists had not even got started on their way north when there occurred a small but symptomatic incident. The AAA had been at great pains to make clear that this was to be a noncommercial tour. There was to be no racing; no one was to get a prize for anything. There had been a few other so-called tours in the past, but these had been fiascos arranged or corrupted by manufacturers who wanted to show off their products. This, the first really major effort of the Touring Age, was to be safe, sedate and just the thing for a lady from the Florodora Sextette. But to the chagrin of the amateurs, two gentlemen named LaRoche and LeBlanc, handling a French Darracq,

zoomed off ahead of everyone with a vulgar sign draped arrogantly over the rear of their car. It said that the Darracq was going "non-stop" to St. Louis, and presumably back again, "3,000 miles continuous running of the engine, the worlds' record."

This Gallic perfidy enraged the tourists, but they recovered. Anyway, few of them thought that the frog-eating Darracq could make it. What constituted a nonstop run in 1904 was a fairly equivocal proposition: drivers could stop the car, get out, eat, take naps or do whatever they pleased, and the journey could still be considered nonstop so long as the motor ran constantly. A few miles out of New York, in Yonkers, the Darracq slammed into a street-car, bounced off and kept right on going.

Motor Age and a newspaper. A few miles out of New York, in Yonkers, the Darracq slammed into a street-car, bounced off and kept right on going. The run up the Hudson River to Poughkeepsie, 76 miles, was pleasant and without major incident. The brave little cars, colorful and fragile, streamed into town in the afternoon and evening bearing only minor scars. A Yale had ruined its carburetor in a collision with a middling-sized dog, the Buckmobile had repeatedly flipped its drive chain, a Peerless had to have a new fan belt and several others had

by the following morning all had been repaired and were ready to set out on the run from Poughkeepsie to Albany, another 74 miles, which turned out to be one of the best of the tour. The roads were fairly dry and smooth, in patches, and the drivers reached noteworthy speeds. The Pope-Toledo made the distance in 4 hours and 10 minutes, at an average of nearly 20 mph. The Bostonians, headed by Glidden, were waiting at Shodack Center where the New York-to-Albany



F. ED SPOONER reported and photographed tour for *Motor Age* and a newspaper.

CONTINUED ON PAGE 104





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DIRECTIONAL GRILLES: For widest, fullest flow of air. Control direction of air flow, easily, quickly.

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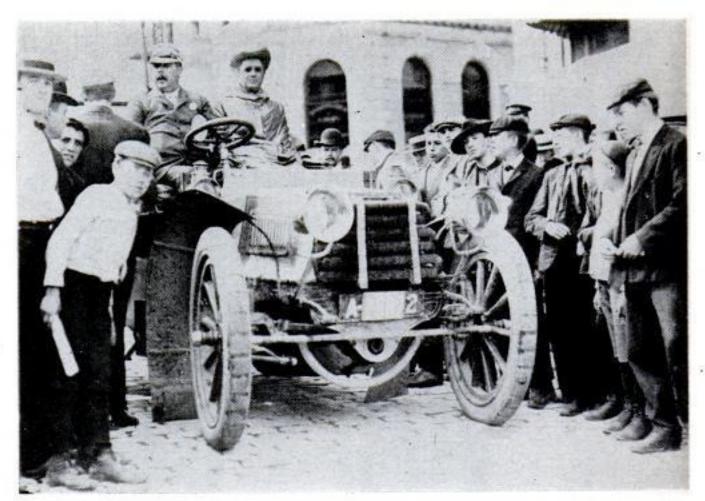


Models priced as low as \$229.50. (Suggested list price—slightly higher in West.) Models available with combination heating and cooling. Panel lights for easy night visibility and thermostats for automatic temperature

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You'll feel better with an RCA Air Conditioner



CHARLES J. GLIDDEN, photographed during 1904 tour with his wife, started the Glidden Tours next year. He often put up money for worthwhile projects. He once offered \$500,000 for a perfect serving girl, never found one.

AUTO TOUR CONTINUED

and Boston-to-Albany roads joined. In their party was the manufacturer Percy P. Pierce himself, at the wheel of a Pierce Great-Arrow. After the union there were 25 automobiles and nearly 75 people. That evening most of them assembled in the Hotel Ten Eyck to consume a few toasts and got into an acrimonious discussion of the growing custom of using French terms in the common speech. (Many were still annoyed at LaRoche, LeBlanc and the Darracq.) The sense of the meeting was that it was silly to use such affected words as automobile, chauffeur and garage when there were available such solid ones as motor car, engineer and motor house.

Next morning the motorists, many of them suffering from hangovers, set out for Utica and promptly got mired on what the crusty Mr. Glidden, who surely should have known, said were the worst Godforsaken roads in the whole Godforsaken world. F. Ed Spooner, the good correspondent, telegraphed different versions of Glidden's remarks to different publications. "I found better [roads] in Finland, when I crossed the Arctic Circle, and they did not term them roads, but trails," said Glidden in the Globe. "New York State should be ashamed of such roads," he said in Motor Age, "for their duplicate cannot be found in the districts of Europe where abound the so-called third-class roads. These roads are a blot upon civilization."

Three of the 25 cars failed to make Utica. In addition, of those that did get there, a Haynes-Apperson fell into a hole in the center of the road and suffered internal injuries; and a Peerless skidded in mud, plunged down an embankment and got stuck in the morass. "Mud?" chortles Mr. Huss. "Mud? Whoeee!" It was long past midnight when the last car struggled into Utica. There, clustered around Glidden, whose great jowls quivered in indignation, they drafted a letter of complaint and sent it off to Benjamin B. Odell, governor of New York. There was not much, of course, that poor Odell could do about it. In 1904 rural roads were ordinarily the responsibility of counties and townships. These in turn shifted the burden to the local farmers, who paid off their taxes by dumping earth, from time to time, into the deepest mudholes. This was done under the supervision of a pathmaster, who worked off his own taxes by pointing out where the earth should be dumped. Nobody really worried until the mud got deep enough to float a man's hat off his head.

The Olds strips a chicken

THE roads to Syracuse and Rochester were as bad as the ones to Utica, but from Rochester to Buffalo there was a vast improvement. Tourists Scorch said, the head on F. Ed Spooner's story in the Globe. "The tourists were given a glimpse of heaven yesterday, and they scorched, and scorched hard. . . . J. M. Waters claims to have made 48 miles to the hour in his big 40-hp Panhard. The dust flew from under the car 100 feet into the air. The dust extended for two miles back. Mr. Waters was delighted. . . .

"A. L. Pope and A. W. Pope in the Pope-Toledo struck a dog and rolled it over again and again. The Olds Tonneau struck a chicken and stripped it of all its feathers, without killing it." (The Olds Tonneau, of course, was the car in which Spooner was



THE COCKY FRENCHMEN display their sign. Later Darracq advertised that its motor, which ran constantly for 11 days, was as steady "as a healthy human pulse." One of Darracq's advertising slogans: "Survival of the Fittest."

riding, but his account of the event was cool and detached.)
That evening in Buffalo the tourists got a telegram from LaRoche. He had reached Chicago in the Darracq, having gone 1,200
miles in 120 hours of continuous running of the engine. He said
the roads were terrible.

Next day, from Erie, Pa., Spooner gaily reported that "this was a day of pothunting, for the automobilists left along the road countless chickens, turkeys and ducks for the boiling pot. . . . The roadway was fairly lined with their carcasses. James M. Waters landed seven. Augustus Post . . . potted five. Harlan W. Whipple [president of the AAA] caught a dog." One wretched dog was a sparse bag for the president but Spooner made it seem more impressive by adding that it was "the only one of the day." A couple of days later Spooner telegraphed a rather curious analysis of the farmers who lived along the poultry-paved route. "The people, as usual along roads which are poor, were an inhospitable lot, evidently being ashamed to face the indignant automobilists."

Ringers among the innocents

INVIGHT HUSS maintained a steady pace along bad roads and good. In the mud he wrapped lengths of clothesline around and around his rear wheels to get traction. In fair weather he stopped, as did Glidden and others, to give rides to the swarms of children who trotted alongside the car through the towns. Huss was not much interested in racing, although the other tourists became increasingly preoccupied with it. As the AAA had feared, automobile manufacturers began to slip ringers in among the innocents. Some manufacturers went so far as to have field representatives travel parallel with the route, by train, with trunks full of spare parts. Certain interested parties, among them the Popes, took to arising before dawn so that they could lead the way into each new city. Others began to compete, and presently half the tourists were getting up at midnight to grope along the road. (Night driving was hazardous in 1904. Most automobiles had feeble kerosene headlamps or none at all. White Steamers had lamps that burned acetylene gas, generated by water dripping into a tank of calcium carbide on the dashboard. These exploded regularly.)

Glidden, along with Huss, took a poor view of all the nocturnal tarryhooting and waggled his jowls at the racers. In his big 24-hp, four-cylinder Napier, Glidden could have left most of them far behind had he wished.

"Racing does no good," Huss says. "I raced plenty when I was young. Started out as a bicycle racer, like Barney Oldfield. First race I was ever in was a bike race from Clyde to Green Springs, Ohio in 1890. The prize was a grand piano. I was ahead when a chicken flew into my drive chain and got wrapped around the sprocket. Lost the race. I quit racing a long time ago, myself. My father was a good racer, a foot racer."

Mr. Huss's father was named Maurice but everyone called him Mod. He was apparently even tougher than his son, but killed

himself accidentally when he was 85.

"One day when Dad was about 45 he went down to the fair," Huss says. "This was in Clyde, Ohio. Dad had been working on the farm all day, and he was limbered up, so he went in the 100-yard dash with the boys. He took off his shoes to lighten himself, and



They had their BITE SIZE CHEX today!

(How about you?)

THERE IS A DIFFERENCE IN CEREALS

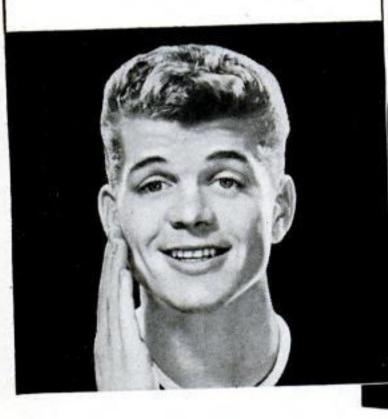
No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



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feeding and training. Just write: Sergeant's, Richmond 20, Virginia.

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THE SHORT SPECTACULAR LIFE of an Oldsmobile was recorded in a pair of photographs which show almost-new car as it looked when it joined

AUTO TOUR CONTINUED

fastened his pants cuffs with bicycle clips, and he won the 100 in 10 seconds flat."

Mod Huss lived barely 40 years after that and then was carried off after one of those silly domestic mishaps the insurance companies are always warning against. The electric washing machine in Mod's house, a bit of machinery that could not have weighed more than 200 or 250 pounds, broke down and Mod went down to the cellar to carry it upstairs. After doing this he loaded the machine onto a hand cart and hauled it downtown to have it fixed. Then he hauled it home again and carried it back down into the cellar. But as ill luck would have it he suffered some sort of internal strain at some time during the day and soon thereafter took to his bed. "Don't want to go to the hospital, don't want an operation. If my time's come, it's come. I ain't afraid to die," said the old man. And so he did, cut down at 85 by freak chance and cussedness.

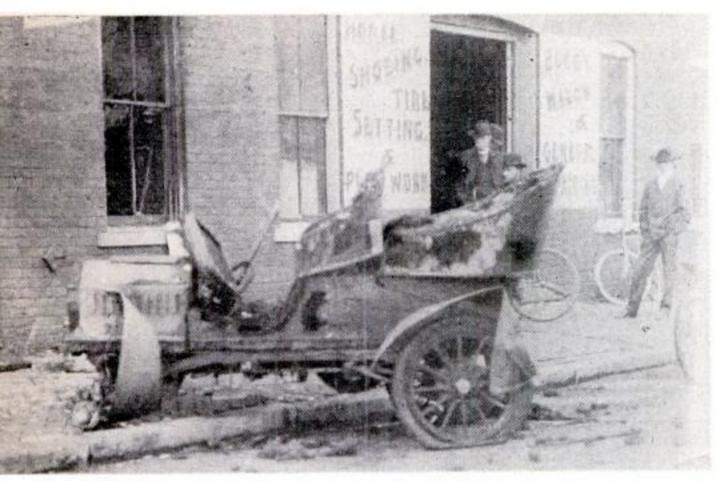
As a matter of fact, Dwight Huss's family has been riddled by untimely carryings-off-one of his uncles was snatched away not long ago at 98. Huss himself, however, seems likely to bring the average up a little. He is as alert and vigorous as a chipmunk, has all his hair, is acute of hearing, sight and mind and has scarcely an ounce of fat on him. He had a physical checkup a few months ago and after an hour of poking and prodding him the doctor said, "The only thing wrong with you is, you're shiftless. You ought to go out and get a job.'

"Certainly I smoke," Huss says. "Been using tobacco since I was 18. I won't turn down a drink either. My idea of why I'm in good shape is that I have a slow pulse and low blood pressure. I don't wear out my machinery as fast as other people."

The tourists passed through Cleveland, Toledo and South Bend without major accident. "One hundred twenty-five people now compose the St. Louis touring party," telegraphed Spooner. "Mr. Waters killed a dog. . . . Mr. Waters was held up at Geneva by a hotel man who charged him \$1 for a sandwich and a cup of coffee. This he refused to pay, offering one half, and when this was refused, the New York artist drove away in his Panhard, the hotel man promising to have the sheriff after him." In Toledo the tourists were met by a 7-foot policeman who, according to Spooner, stopped each car saying, "I have here a subpoena for your arrest for killing a black dog." All admitted having killed white, red, yellow, brown and spotted dogs, but furiously denied having hit any black ones. It turned out that the subpoenas were jokes; actually they were invitations to a dinner given by the Toledo Automobile Club and the Pope Manufacturing Company.

The great chicken slaughter

CWARMS of motorists drove out to South Bend from Chicago I to welcome the tourists and escort them into the city. Francis X. Mudd, who had rigged up the tubes on the rear of the pathfinder cars, was on hand to show off his invention but at the last moment discovered that he had forgotten to bring any confetti with him. Thereupon some unknown fool or fiend among the motorists made a seemingly practical suggestion: use shelled corn instead. What followed is still remembered in Indiana as the Little Big Horn of the poultry industry. The air for miles across the



the tour in Chicago, and as it looked a day later. A mechanic in Pontiac, Ill. opened a gasoline-line petcock too near the flame of a lamp. No one was hurt.

prairie was hideous with the cries of wounded fowl and the bellows of infuriated farmers; dust and feathers blotted out the sun; the more furious the farmers became, the faster the motorists traveled. Axles snapped, springs popped, tires burst. (One car had nine blowouts.) Three cars overturned. Spooner was absolutely enraptured. "The success of the tour has been so pronounced and agreeable to all of the participants that plans are already being discussed for the organization of a tour upon an even more extensive scale for next year," he telegraphed.

A few days later the city council of La Porte, Ind. met in emergency session. Henceforth the speed limit in La Porte would be eight mph, and there would be a fine of \$100 for each violation.

The motorists finally slowed down in the outskirts of Chicago and assembled in Jackson Park, where AAA officials were on hand to marshal them. The plan was for the cars to form a neat procession to parade through the Loop, but a petty dispute over precedence arose among the car manufacturers and racers and Charles J. Glidden, who had been doing a slow burn for the past 800 miles, finally erupted. If any of the gentlemen wished to indulge in a Godforsaken contest, he said, he would race the whole Godforsaken batch of them into St. Louis. After a few moments of silence the tourists fell sheepishly into line and that was that.

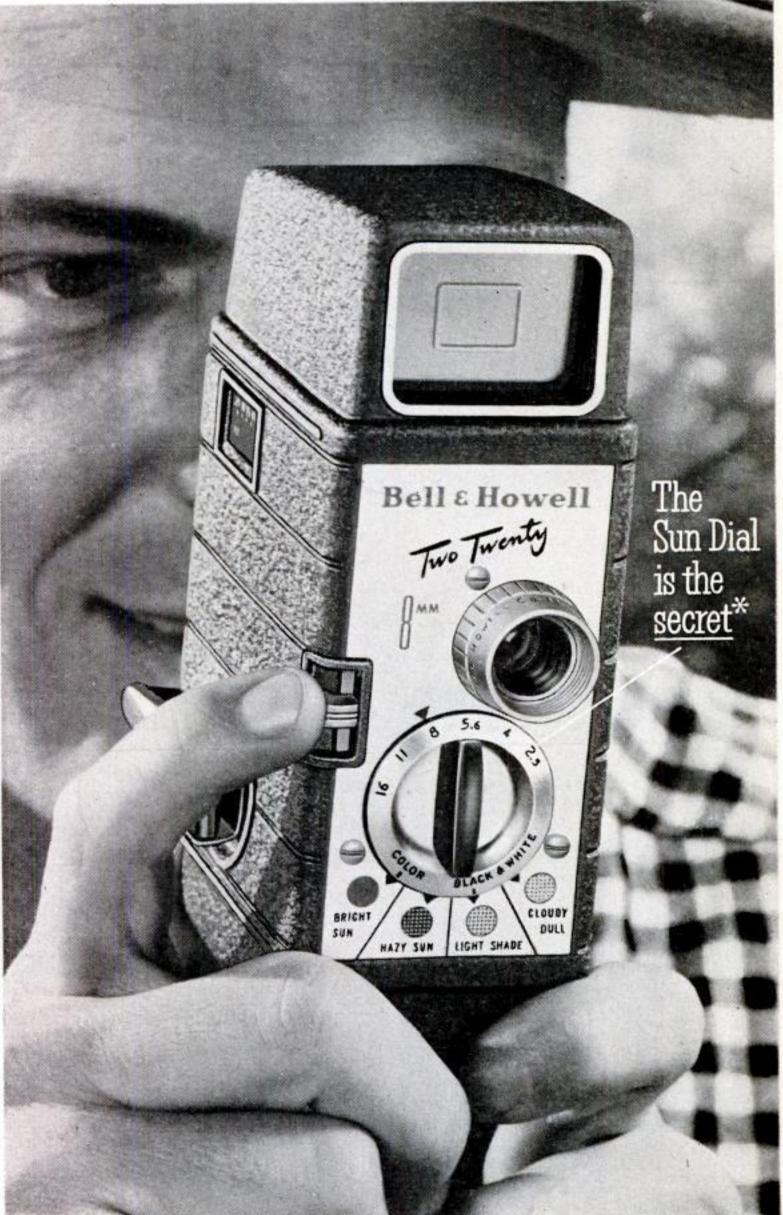
Oldsmobile burns in Pontiac

AFTER a weekend in Chicago the group headed downstate toward St. Louis by way of Pontiac and Springfield. That night in Pontiac a fine new Oldsmobile, which had joined the tour only the day before, caught fire and was destroyed. Newspapermen accompanying the tour hurriedly wrote stories about the disaster but were unable to find a telegrapher to send them. So the remarkable Glidden, who had gone to bed, arose, dispatched the stories in

Morse and went back to sleep again.

Somewhere between Pontiac and Springfield—he cannot recall the town-there occurred a contretemps which Huss says he will remember if he lives to be 200. Well, 150. He and Spooner were bounding along a rural road when they came up behind a slowmoving wagon pulled by a pair of mules. "It was a spring wagon," Huss says, "a real bouncy one, and there was an old man and a boy in the front seat, and a fat old lady and a girl in the back seat. Biggest woman I ever saw. Must have been 36, 37 inches wide and weighed 270, anyway. I honked the horn, you know, squeezed the bulb, a couple of times, but they wouldn't move over. Wouldn't even look around. We followed them for a couple of miles and came to a wide stretch in the road where I figured I could pass them. I pulled up level with the wagon, and then those mules got a look at the car and hell broke loose. They took off and went right smack through a fence beside the road and started galloping across a plowed field. The old lady started bouncing up and down in the back of the wagon, and all of a sudden the wagon went over a deep furrow and the woman went right straight up in the air about 10 feet. She did a back somersault and kind of hung up there like a full moon and I could see she wasn't wearing any-well, she certainly wasn't. Then she came down, WHOMP, landed flush on her back, bounced up in the air again, came down on her feet and started running after the wagon. Never even turned around, just kept running after the wagon. The mules ran up the side of a hill

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Accenting eyebrows

3 quick tricks to eye beauty

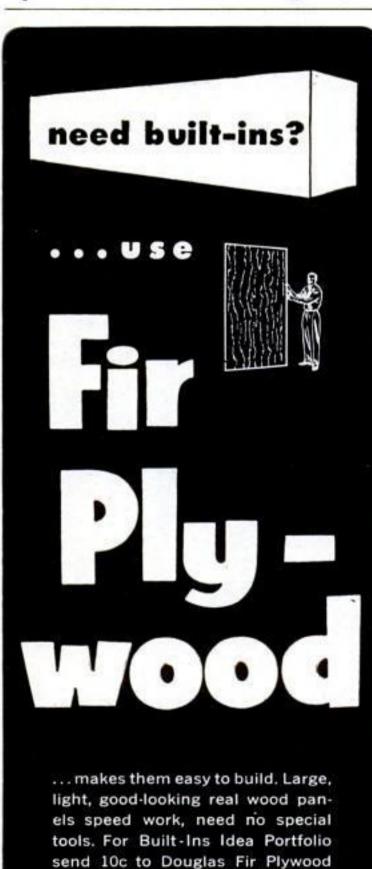
• With Maybelline soft Eyebrow Pencil, draw narrow line across upper eyelids, at base of lashes, adding short up-stroke at outer corner. Soften line with fingertip.

Next, use short, light upward strokes of the Maybelline Eyebrow Pencil, to form beautiful, expressive brows. Taper lightly at outer end. Soften effect with fingertip.

Apply smooth Maybelline Mascara from base to tips of lashes, brushing upward. (Hold a few seconds to set "up-swoop.") For an extra touch of mysterious eye beauty, blend a bit of Maybelline Eye Shadow on upper lid.

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LAND CRUISER DIVISION
CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

AUTO TOUR CONTINUED

and piled into a hickory tree, straddled it. Ed Spooner said to me, 'Dwight, I think we better leave,' and we did."

Near St. Louis the tourists ran into a series of rain-soaked clay hills. Their rope-wound wheels spun furiously in the mud and all save the drivers had to get out and wade. "The tour hardly finished in a blaze of glory," Spooner wrote gloomily. "The sun-baked tourists, covered with mud to the knees, occupying machines carrying hundreds of pounds of sticky black and yellow mud, looked as though they had taken part in the Russo-Japanese War." When all had assembled at last in East St. Louis, Augustus Post, who had given the signal for the start of the tour in New York so long ago, waved his hand and the cars began to cross the Eads Bridge into St. Louis itself. It was 4 p.m. on Aug. 11, 1904. One car hit a coal wagon on the bridge approach; another flattened a bicyclist; Augustus Post ran out of gas. Still it was a gallant if bedraggled entrance. The 18 automobiles which had made the complete run, either from New York or Boston, had covered the 1,338 miles in 17½ days.

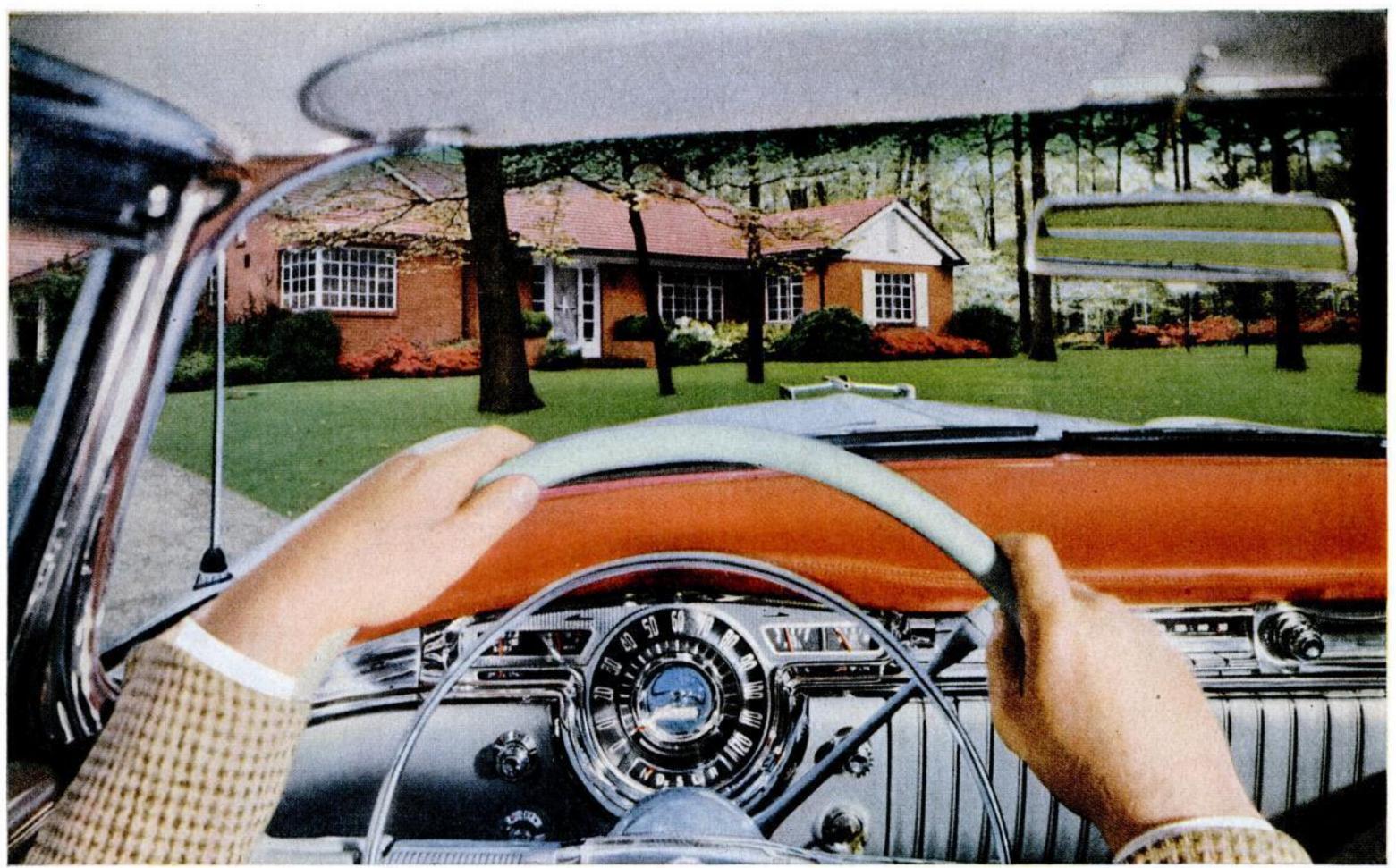
St. Louis was still talking about LaRoche, LeBlanc and the Darracq. The French car had got there 10 days earlier, on August 1, remained in the city for two days with its motor constantly running and then headed back toward New York. (The Darracq made the return trip without mishap in six days and was driven triumphantly down Fifth Avenue before its motor was finally stopped, after having run steadily for 11 days. The modern sports-car driver, who is inclined to scoff at the design of early automobiles, might try playing that one on his wire-wheeled piccolo this summer.)

Overnight the mud-spattered tourists—there were 225 altogether, in 79 cars—washed and polished their automobiles and themselves. Next day, joined by enough local motorists to form a parade of 300 cars, they drove proudly around the exposition grounds. The cheers of the crowds lifted F. Ed Spooner's spirit, as did the noble prospect before him. "The visitors," he telegraphed happily, "will be escorted through a famous brewery, and this will wind up the Tour of 1904." Spooner's final story said that Charles G. Glidden had been so favorably impressed with the tour that he had decided to put up \$2,000 to buy a trophy for the winner of a "reliability competition" next year. Thus originated the famed Glidden Tours, which were held from 1905 until 1913, when the competition among publicity-seeking manufacturers became so vicious that the "winner" of the last tour had to be determined by lawsuit.

Most of the tourists went home, along with their cars, by train, although Dwight Huss and several other hardy souls returned the way they had come. Huss spent the next half century, more or less, working in the automobile industry in Detroit. In the early 1930s he was approaching 60 and thinking of retiring when he lost all his money and his job in the Depression. Thereupon he started all over again, and finally did retire in 1952 when he was working in Ford's River Rouge plant. Mr. Huss, as a survivor of the Tour of 1904 and as a Grand Old Man of the automotive industry, might be expected to have some gentle, nostalgic comments about the first 50 years of the gasoline era. As a matter of fact Mr. Huss does have a comment. But as the band strikes up Auld Lang Syne it is to be hoped that the musicians will play loud enough to drown out his words. "The truth is," says Mr. Huss, "we'd all be better off if we'd never had any danged automobiles at all."

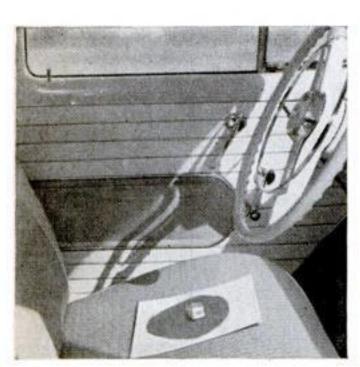


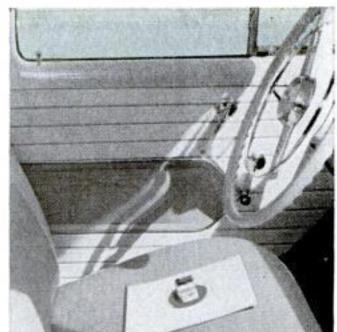
GRAND FINALE takes the still brave automobiles, decked with 45-starred American flags, through streets of St. Louis (above) and then to fair grounds.



Unretouched color picture through this E · Z · EYE Panoramic Windshield,

It's like breezing along in the shade of a tree!

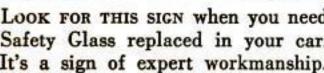


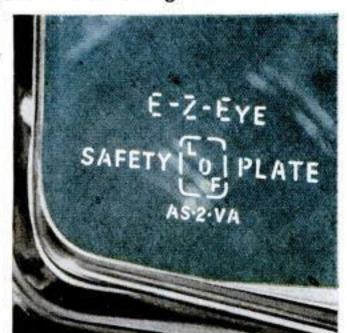


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LOOK AT THE DIFFERENCE between the ice cube on the seat of the car with clear safety plate glass (left) and the ice cube on the seat of the "E·Z·EyE" car (right) after exposure to heat rays for the same length of time.







LOOK FOR THIS SIGN when you need LOOK FOR THIS SYMBOL. If the letters Safety Glass replaced in your car. P-L-A-T-E aren't on the side windows, It's a sign of expert workmanship. too, they aren't Safety Plate Glass.

Put yourself here for a minute . . . behind this steering wheel. It's a nice spot to be. When you have E.Z. Eye between you and the hot sun with its blinding glare, everything looks—and feels—crisp and clean and cool.

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DISMANTLING THE CAKE, Charley Jackson, perched at summit, hands top layer to crowd below. Eight-foot-high cake contains 225 pounds of sugar, 800

eggs, is decorated with 11,384 sugar flowers, including 140 orchids Mrs. Jackson spent three years making. All the cake is edible except glass supports and 18 dolls.



CAKE CONVEYOR, ambulance owned by Mr. Green. brought cake in sections to community center for party.

Life Goes to a Colossal Cake Party

UNDERTAKER GETS 525-LB. TREAT

In Pryor, Okla. (pop. 4,864) the year's biggest celebration takes place not on a national holiday or a civic occasion but on the birthday of one of the town's most popular and prosperous businessmen, a jovial undertaker named Norvelle William Green. When Green's square-dancing team won a town championship 12 years ago, his friends gave him a big party with a fancy 50-pound cake. Every year since then the party has grown bigger and fancier. And so has the cake.

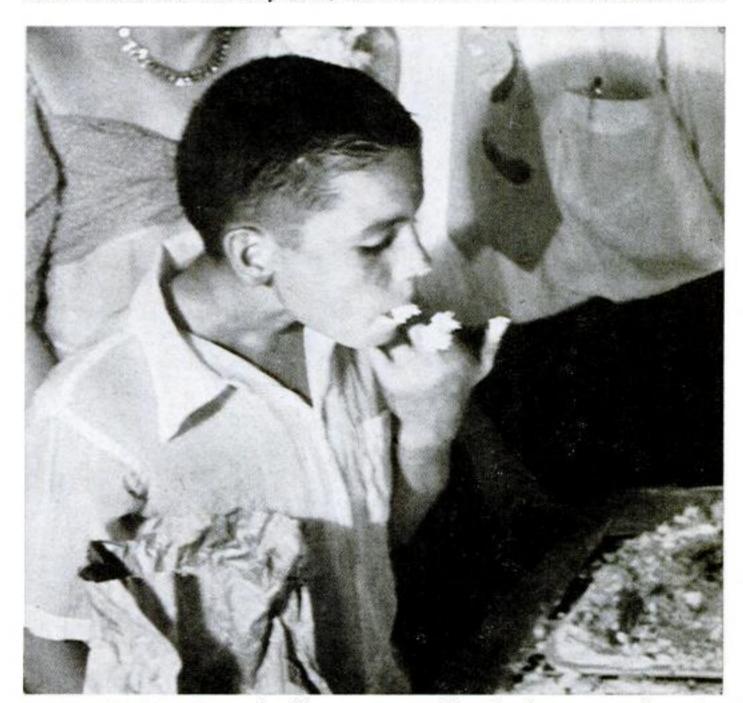
Baked and lovingly bedecked with thousands of sugary furbelows by Mrs. Jewel Corinthia Jackson, a local housewife, this year's cake was truly colossal and a work of art as well. Spectators came from 25 states to exclaim over its frosty beauty. But local residents, who are well acquainted with Mrs. Jackson's angel food, did not forget, even for a moment, that it was a confection. On the night of the party 1,500 of them jammed the community center to celebrate with Mr. Green, who was 62, in a round of speechifying and square dancing. But the climax of the party (opposite page) came at midnight. Inside of 40 minutes the 525-pound cake, which had taken Mrs. Jackson 500 painstaking hours to prepare, had vanished into the appreciative stomachs of her friends and neighbors.

MIRROR GRABBER, who got on friend's shoulders to reach top, tries to get a glass decoration. It would not come loose so he had to take cake crumbs instead.





FLOWER FANCIER, a youngster busy filling a paper plate with sugar petals which Mrs. Jackson made by hand, takes time out to fill himself a little fuller.

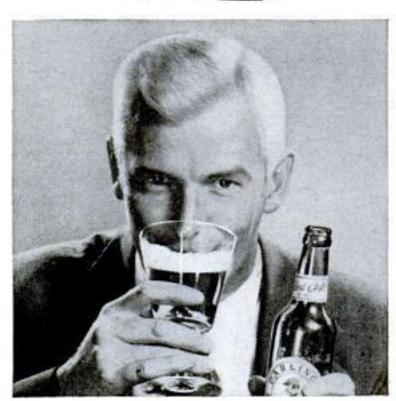


FROSTING NIBBLER, who like many guests brought along a paper bag so he could take some pieces of cake home, stops to clean the frosting from his fingers.

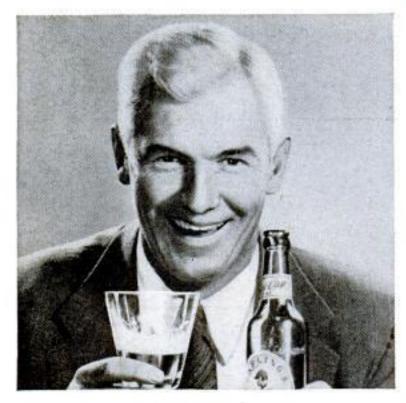
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... and <u>see!</u>

With an open bottle and open mind—judge this different "light-hearted" ale for yourself. Like the many who have turned to Carling's Red Cap—you'll find it "light" as the smoothest beer, yet "hearty" as only true ale can be. Is it better than beer? Only your own taste can decide. Tonight, open a bottle of Carling's and see!

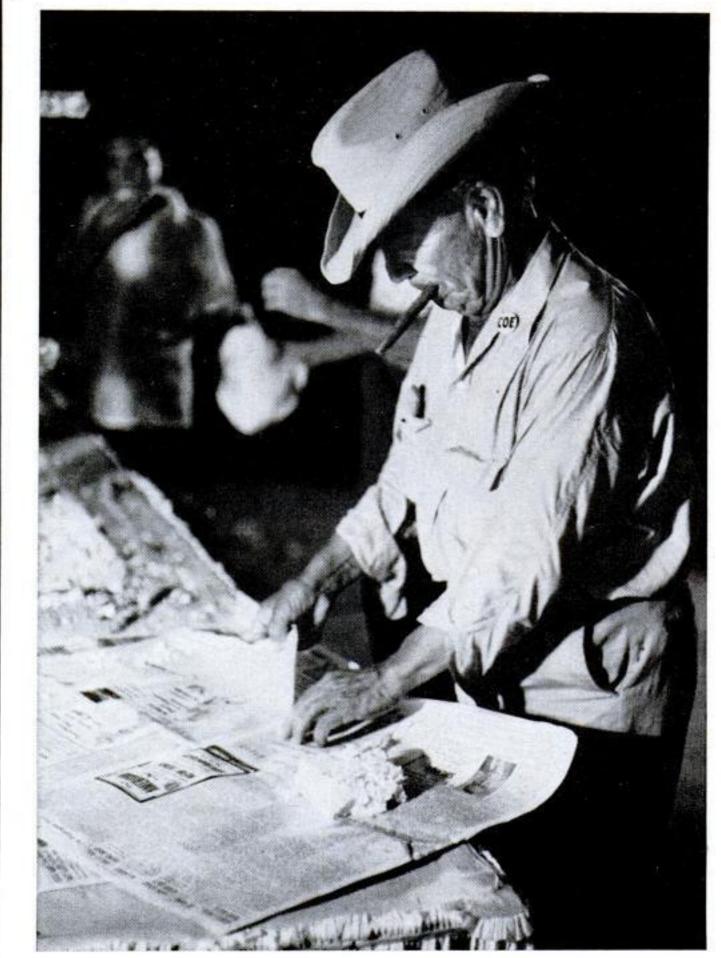


CARLING'S

Red ALE

CARLING BREWING COMPANY, CLEVELAND, OHIO

Cake Party CONTINUED



WRAPPING A MEMENTO of party, guest uses newspaper. Townspeople often show Mrs. Jackson sugar flowers collected and saved from last year's cake.



AFTER THE PARTY Mr. Green and Mrs. Jackson, who made cake, inspect the empty cake platforms. She promises to bake an even bigger cake next year.



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BILLY-GOAT BALLET

Ralph McLean of St. Mary's, Ontario, Canada owns 40 goats, 39 of which are quite unremarkable. The 40th, however, is a real character, a high-bred 4-year-old Toggenburg buck born on March 17, appropriately named Kerrycroft Patrick and extremely fond of dancing the Irish jig with Farmer McLean's son Murray, 7. When not pirouetting in the pasture Patrick likes a fast game of hide-and-seek in the McLean's barn with Murray and his sister. He is also an excellent watchdog (or watchgoat), bleating and butting when strangers appear at the farm.



AIRY BEACH SCENE SHOWS HOUSE, TINY STUDIO (RIGHT), NEIGHBORS' COTTAGES SURROUNDED BY A LUXURIANT CROP OF POISON IVY

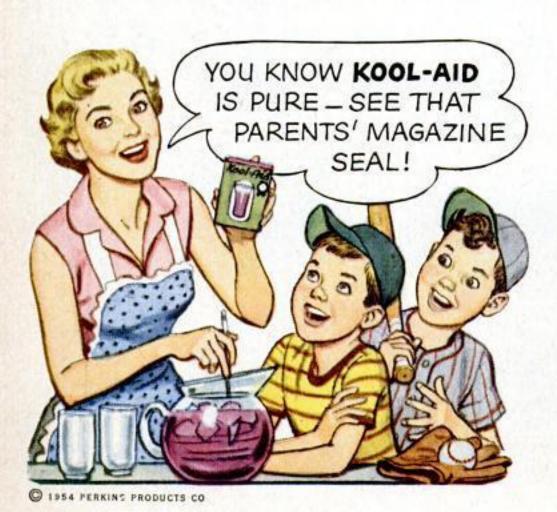
For a dozen years Painter Lucille Corcos and her family have divided their lives between two New York homes—a cozy winter farmhouse in Rockland County and a breezy summer cottage on Fire Island, off Long Island. Though their activities vary with the season and the house, their lives follow a kind of pattern which Lucille has recorded in this engaging pair of winter-summer paintings. In wintertime (opposite page) Lucille and her artist-husband, Edgar Levy, spend most of the day at their easels. Edgar has a big studio in the barn (top left); Lucille,

who did "Games in America" (Life, Aug. 20, 1951), paints in the house so she can "keep an eye on things." Her two sons play with their friends outdoors but at night the family gets together in the snug living room for music or reading. In the summer (above) their favorite pastimes are swimming and clamming. While Lucille and the maid take a dip in the bay (bottom right), Edgar and the boys row ashore with clams. The climax of the day is a sumptuous clam chowder savored by the hungry family, their pets and the inevitable contingent of guests.



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Kool-Aid...5¢ package makes two quarts





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ON THE ICE BOX SHELF—
KEEPS A FAMILY HAPPY
FOR EACH CAN HELP HIMSELF!



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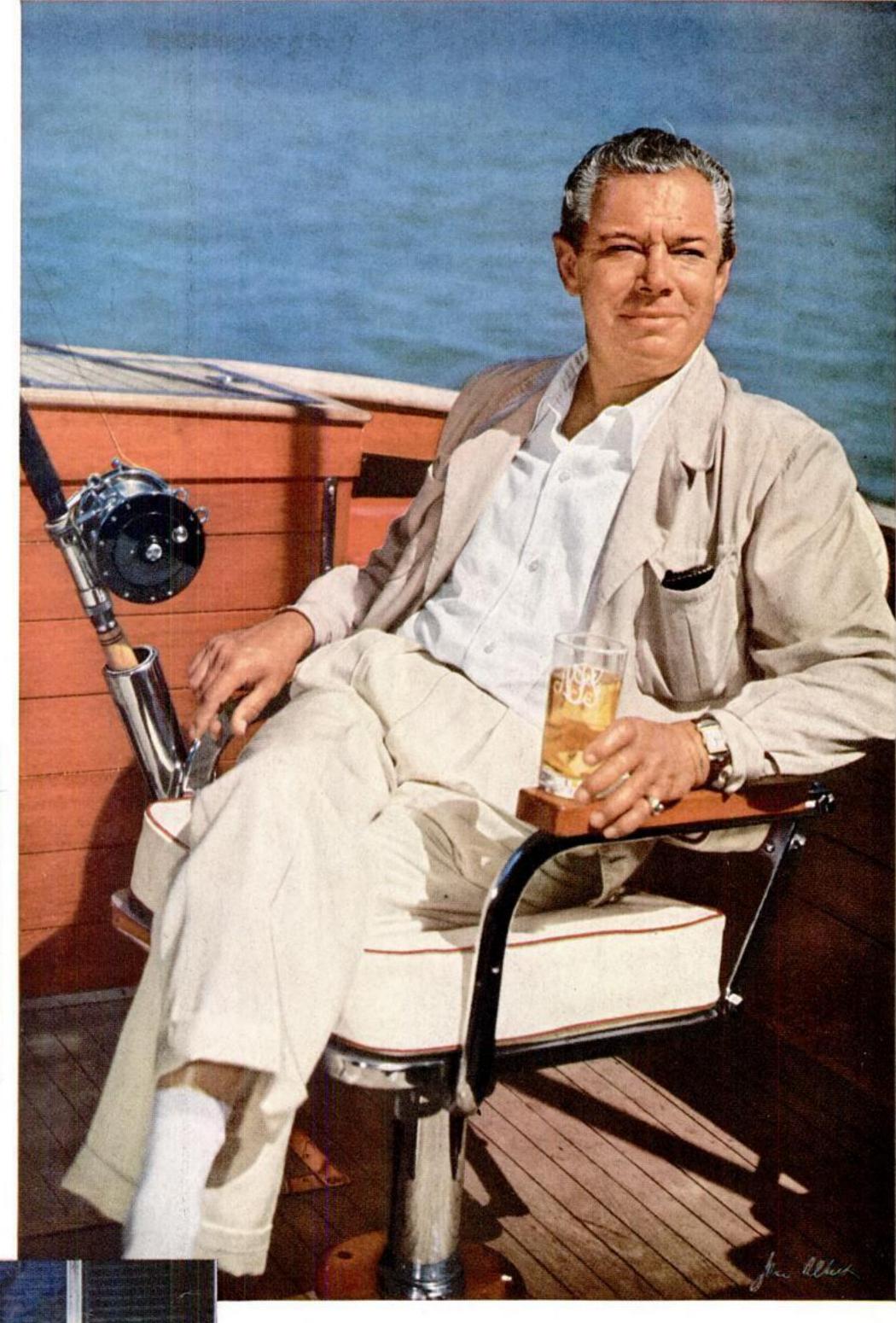
ANOTHER FINE PRODUCT OF GENERAL FOODS

Robert Z. Greene, industry pioneer, is avid angler

Two sailfish and a wahoo share the New York office of Robert Z. Greene, President of the Rowe Corporation and Lord Calvert's 73rd "Man of Distinction". But the mounted trophies share no responsibility for guiding the destinies of the world's largest manufacturer of automatic vending machines. At right, Mr. Greene, a keen sportsman, takes time out aboard his 35-foot, custom-built Chris-Craft for a between-sailfish highball of Lord Calvert (which is Custom Distilled for men who demand the finest in flavor, lightness and quality).



In his richly furnished Miami Beach home (from which he "commutes" to New York during the winter), Robert Greene discusses designs for new installations with an associate. This growing industry, in which Greene is a 27-year pioneer, includes cigarettes, candy, ice cream and even books among machine-sold items.



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